



- Program of events
- Sonoma Valley: The wineries A-Z

1985
Valley of the Moon
Vintage Festival
OFFICIAL PROGRAM
Supplement to
The Sonoma Index-Observer

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39th annual Valley of the Moon Vintage Festival

Official Program

Friday

6:30-9 pm Patrons' Wine Tasting
(For wine list, see page 4)

The Barracks

Saturday

10 am Hospital Auxiliary Fashion Show
10:30 am Blessing of the Grapes
11 am Bear Flag Revolt
11:30 am Grape Stomp
Showcase Band
Wild Honey
Noon Tom Cats Trio
Stop, Look, Listen Barbershop Quartet
Steve Groll Puppets
1 pm Re-enactment 1863 Wedding of Haraszthy sons & Vallejo daughters

Amphitheater
Mission
N.E. Plaza
Amphitheater
S.W. Plaza
S.E. Plaza
N.W. Plaza

No. of City Hall
Duck Pond

Mission

2 pm Children's Parade
3:30 pm Schellville Southside Blues Band
Showcase Band
Tom Cats Trio
Dr. Now (magic show)
Amateur Winemaker Medal Presentation
4 pm Kansas City Special
9 pm-1 am Vintage Ball
Music by "The Heartbeats"

Spain St.

Amphitheater
S.W. Plaza
N.W. Plaza
Duck Pond

N.W. Plaza
S.E. Plaza
Vets' Mem. Bldg.
126 W. 1st St.

Sunday

8 am Vintage Run
10 am Seven Flags of Sonoma (written by Ruth Akin)
11 am River Choir
11:30 am Showcase Band
Wild Honey
Stop, Look, Listen Square Dancers
Noon Grape Stomp
12:30 pm Jest-In-Time (jugglers & pantomime)

Sebastiani Vyds.
Parking Lot
Trinity Church
275 E. Spain St.
N.W. Plaza
S.W. Plaza
S.E. Plaza

No. of City Hall
Amphitheater

Duck Pond

1 pm Re-enactment 1863 Wedding of Haraszthy sons & Vallejo daughters
Stop, Look, Listen Square Dancers
2 pm Vintage Festival Parade
3:30 pm U.S. Navy Show Band West
Tom Cats Trio
Wild Honey
Jest-In-Time (jugglers & pantomime)
4 pm Firemen's Water Fight

Mission

No. of City Hall
Around Plaza
Amphitheater
N.W. Plaza
S.E. Plaza

Duck Pond
Spain St.

Unscheduled performances on Saturday and Sunday

Uncalled Upens Barbershop Quartet; Stop, Look, Listen Barbershop Quartet; Jest-In-Time, jugglers & pantomime. Additional surprises may also be in the offing from entertainment signed up since this program was printed.

The Sonoma Valley Vintners' Association has set up a display in the N.W. Plaza with exhibits of wine history and

wine making.

Information Booth, courtesy of the Soroptimist Club of Sonoma Valley, will be located in the N.E. corner of the Plaza near the Bear Flag Monument. Club members will be available to answer questions and provide copies of Vintage Festival Programs.

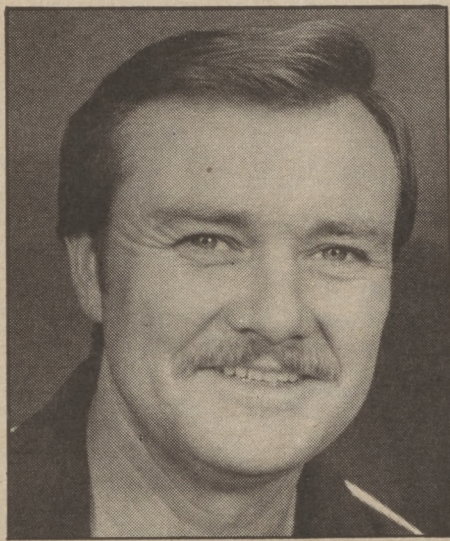
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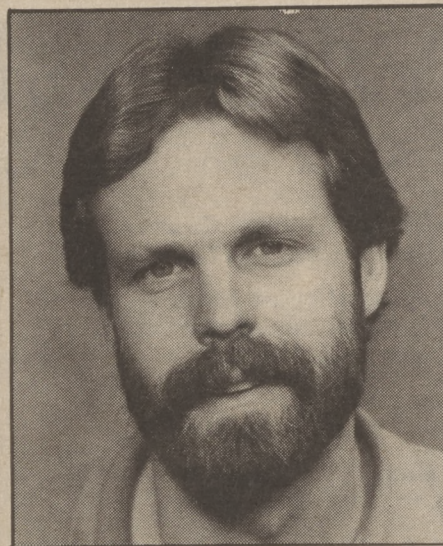
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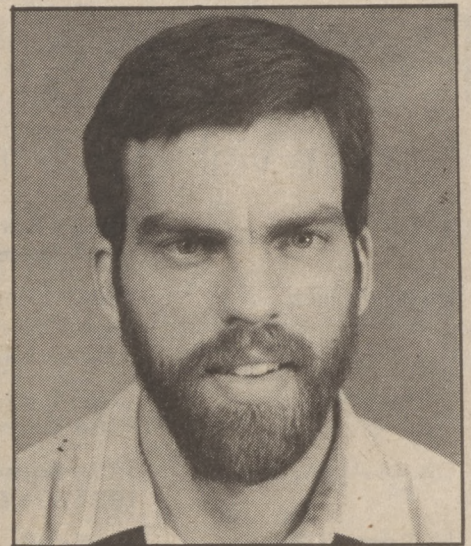
GARY CRAMER
Co-President



BETH CRAMER
Co-President



JOHN MESERVE
1st Vice-President



ERIC MORRISON
Co-1st Vice-President

1985 Vintage Festival officers

They make it happen

President's Welcome

On behalf of the Board of Directors, we wish to welcome you to the 1985 Valley of the Moon Vintage Festival.

We are proud to present the efforts of the Board. They are a remarkable group of dedicated, innovative, creative and selfless individuals who have worked all year to bring you our 39th consecutive Vintage Festival.

Enjoy the bounty of the harvest, the fruits of the vines and our wonderful community. May you go back to your homes with the very special memories of our "Valley of the Moon".

The Festival is lovingly dedicated in memory of our dear friend, Tom Michelis.

Gary & Beth Cramer
Co-President

They chair the events

Bear Flag Revolt, Charles Cook; Blessing of the Grapes Ceremony, Dennis O'Neil; Booths, Barbara Stahlbaum; Children's Parade, Gail Lopes; Costumes, Claudis Morris;

Entertainment, Cleo & Norma Pulsifer; Firemen's Water Fight, Dennis O'Neil; Grape Stomping Contests, Eric Morrison; Hospitality, Pat Goin; Ice-A-Box a Wine Cellar Prize Giveaway, June King; Patrons' Membership, Pete Atkin; Posters, Wells Horton; Publicity, Peter Goodman; Security, Gary Cramer; Sunday Parade, David Herlong & Tim Griffith;

T-Shirts, June King; Vintage Ball, Anna Sue Durrett & Charlotte Herlong; Vintage Festival Booth, Evie Osburn & Sharon Sin-

gleton; Wedding, Claudia Morris & Pat Goin; Windows, Patty Morrison; Wine Tasting, Wells Horton.



GAIL LOPES
Parliamentarian

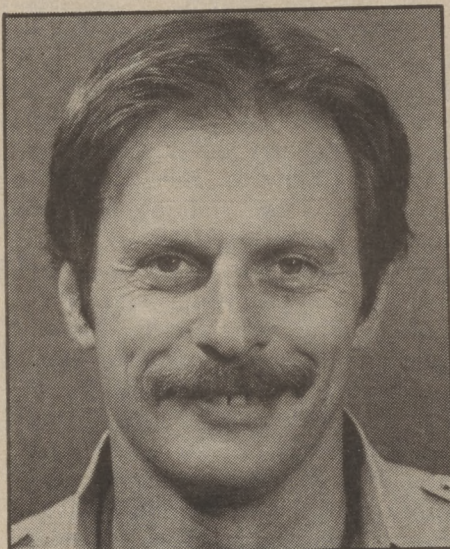
The board of directors

Pete Atkin, Charles Cook, Gary & Beth Cramer, Anna Sue Durrett, Pat Goin, Peter Goodman, Tim Griffith, David & Charlotte Herlong, Wells Horton, June King, Gail Lopes, John Meserve, Claudia Morris, Eric & Patty Morrison,

Evie Osborn, Cleo & Norma Pulsifer, Barbara Stahlbaum.

Alternates: Jon Jacoboni, Dennis O'Neil, Sharon Singleton.

Special Support: Dan & Carol Ehrler, Deana Baker



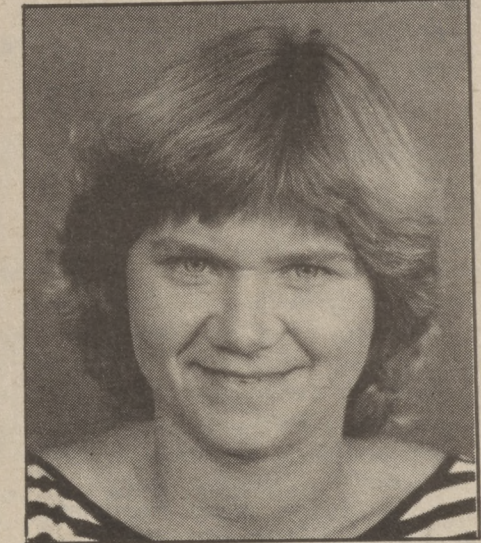
PETER GOODMAN
2nd Vice-President



BARBARA STAHLBAUM
Recording Secretary



PETE ATKIN
Treasurer



PATTY MORRISON
Corresponding Secretary

Patrons wine list

Premium vintages from Sonoma Valley poured Friday evening

| | | | |
|--|---|---|---|
| Adler Fels | 1983 Chardonnay (Sonoma County) 1984 Fume' Blanc (Sonoma County) | Haywood | 1983 Chardonnay 1983 Zinfandel |
| Buena Vista | 1984 Spiceling, Lachryma Montis (red blend-first produced during Haraszthy era) | Kenwood | Gewurztraminer Cabernet Sauvignon (Jack London) Sauvignon Blanc |
| Carmenet | 1982 Carmenet Red 1984 Carmenet Sauvignon Blanc | Napoli Cellars | Johannisberg Riesling Chardonnay Gewurztraminer Zinfandel Cabernet Pinot Noir |
| Chateau St. Jean | 1984 Fume' Blanc (Sonoma County) 1984 Vin Blanc (Sonoma County) | Ravenswood | 1982 Cabernet Sauvignon (Sonoma County) 1983 Zinfandel (Sonoma County) |
| H. Coturri & Sons | 1982 Cabernet 1983 Zinfandel 1983 Pinot Noir 1982 Chardonnay | Sandy Creek | Cabernet Blanc Fume Blanc Chardonnay Cabernet Sauvignon |
| Glen Ellen | 1984 Glen Ellen Chardonnay (Sonoma Valley) 1983 Proprietor's Reserve Cabernet Sauvignon | Sebastiani | 1983 Premium Sauvignon Blanc 1983 Gewurztraminer 1979 Zinfandel (Proprietor's Reserve) Country White Zinfandel |
| Gloria Ferrer (Freixenet) Champagne Caves | Cuvée Emeraud Brut (Sonoma County Champagne) | St. Francis | Chardonnay Merlot |
| Grand Cru | 1984 Sauvignon Blanc (Sonoma County) 1984 Gewurztraminer (Sonoma County) 1984 Chenin Blanc (Clarksburg) 1981 Zinfandel (Sonoma Valley) | Smothers | 1983 Remick Ridge Sauvignon Blanc |
| Gundlach Bundschu | 1981 Zinfandel 1984 Sonoma Riesling | General M.G. Vallejo | 1983 Cabernet 1984 Chardonnay |
| Hacienda | 1983 Sonoma Valley Chardonnay 1984 Sauvignon Blanc 1982 Cabernet Sauvignon | Valley of the Moon | 1984 White Zinfandel 1984 Semillon |
| Hanzell | 1981 Pinot Noir | Cheese provided by Vella Cheese Company; Sausages provided by Sonoma Sausage Company; Bread provided by Sonoma French Bakery; Juices by The Cherry Tree; *Musical entertainment: Michuacanos del Norte Mariachi | |

Patrons of the Festival

The Board of Directors wishes to express its gratitude to the many members of the community and elsewhere who have responded with Patron Memberships in the Valley of the Moon Vintage Festival. These kind and generous people help defray the ever-mounting expenses of putting on the largest event in the Valley of the Moon each year. The twenty-one members of the Board work all year to bring you the Vintage Festival and the financial aid we receive from our Patrons makes it all possible. We are listing below some of the many people and organizations who have become Patron Members this year. Regretfully, a great many others are not listed because of the early deadline for this publication. However, we know them and we know they know they have helped. We are most grateful. This year's Patron members include:

Mr. and Mrs. M. Ardalan, Jack and Beverly Babb, Peggy and Dwane Moore, Mary Flemming, Sue Bishop, Bill and Sue Barnwell, Barricia Vineyard — Judge E. Patricia Herron and Barbara

Olesen, Cynthia and Bernard Benson, Doreen A. Tvardzik Bishop, Jinny and Bud Boyer, Mary Boyle, Jim Brown, Steve Bryant, Mrs. Frank Canatsy, Rudy Ciuca, Charles Cook, Beth and Gary Cramer, Jim and Patty DeJoy, Carla Nicole DePetrus, AnnaSue and Phillip Durrett, Paul and Lorraine Downer, Pat and Lyle Goin, Virginia Goodsell, Sylvia Gordonker, Mr. and Mrs. Alvin Gordon, Ralph and Marcie Hahn, Frank and Margot Hanna, Charlotte and David Herlong, Frances Hirsch, Mary Frances Hazelton, Pat and Ben Jarvis, Kenneth Kahn, Katherine Kenrick, Keith and Marian Lamb, Irvin Larsen, Joseph Lawrence, Laura Lewis, Regis and Joline Lobb, Norman Lueck.

Bob and Jean Lynch, Dick and Jeanne Marskon, John and Dorene Musilli, John McEndy, Mrs. Donald McNab, Mr. & Mrs. L.C. Peterson, Edward and Linda Plant, Col. and Mrs. Maynard C. Raney, Kurt Reaume and Melissa Moravec, Rhona and Abraham Rudolph, Pete and Lu Ruggeri,

Lillian Sabatini, Johanna Scanlon, Susan and Leon Scarbrough, Charles and Betty Schwerin, Sharon and Bill Singleton, Judith and G.W. Sweeney, Lawrence Lee Thomas, Katy Varnes, Harry and Lois Welch, and Ray and FloBeth White.

Peter Atkin, Marty Johnson, Stephanie Batanides, Bob and Lorraine Baxter, Warren and Constance Brewdenbach, Helen and Melvin Brown, Stephen and Linda Cederborg, Circle W Ranch, Margaret Dale, Ted and Helen Dunlap (The Swiss Hotel), Randy and Anne-Moria Emch, Roger and Mary Farrell, Anthony Ferrari, Myron and Deborah Freberg and Erica Freiberg, Anita Haywood, Carolyn Hughes, Mabel and Warren Jaycox, Theodora Kinde, Roy and Jean Knapp, Fritz Knauss, Jon Huber, Charles Lamp, Donna Hoover, Nancy and John Ralston, Bryton Vineyards, Marilyn LaRocque, Dirk and Paula Lely, George and Isabelle Livley, Dan Mason, Edna Michelis, Mr. and Mrs. John Miller, Stevan Naylor, Evelyn and Kathy Osburn, Robert and Nancy

Parmelee, Dr. and Mrs. Clayton Parson, Dr. Harman V. S. Peeke, Hunt and Carol Sharp, Sonoma Sausage Co., William Spencer, Keith Stempfley, Mark and Pat Stornetta, Frank and Jayne Tavares, and Katherine White.

Arthur and Virginia Alexander, Marie Blaye, John and Pat Bonnoitt, Gordon Brown, Jr., Caltest Analytical Lab., Frank and Marie Cherms, Zanne Clark, Curt and Peggy Cowgill, Van Entriken, Rozlyn Eppelheimer, Yvonne Claffey, John Giovanazzi and Mr. and Mrs. Jacques Richard, Billand Judith Howell, John and Marjorie Hunter, Kay King, Dan and Marilyn Kittleson, Tim Korn, John and Candy Lindell, Don and Polly Loken, Ray and Claudia Morris, Jim and Gail Lopes, Kate Hale, Therese Molinelli, Lois McVeigh, Susanne Otteman, Debra Parun, Marion Peart, Steve Silver, Mr. and Mrs. W. McFate Smith, Dee Strange, Ray and Loveda Sullivan, Kandi Weider, Marlayne Weider, William Slattery, Bonnie Woolley, World Products, Inc.

Children's Parade

The fifth annual Children's Parade will be held at 2 p.m., Saturday. Starting at Hughes Field, the parade will proceed down First Street East, West on Spain Street and up First Street West. Prizes will be awarded in a variety of categories. This year's Grand Marshal is an old friend from Disneyland — Donald Duck.

Parade volunteers include:

Oneida Alberta, Al Alberta, Darrell Ross (announcer for the fifth year in a row), Susan Scarbrough, Jim Lopes, Shari Stahlbaum, Robert Evans, Charles Walter and the Sonoma Horsemen's Association.

Judges for the Parade: Ed Pierce and Rob Saltzman from Los Angeles and Kathy Bagdonas and Tom Sinclair from El Cerrito.

Vintage Ball

Another highlight of the Vintage Festival, the Vintage Ball, will be held Saturday evening from 9 p.m.-1 a.m. at the Veterans Memorial Building, 126 First Street West.

Sonoma's Veterans auditorium will be extensively decorated and transformed into "Club Vintage" to accommodate "The Grape Society" attending this year's Ball.

Music will be performed by the Heartbeats. The band specializes in music from the 40's, 50's and 60's, providing remarkable vocals reminiscent of the Andrews' Sisters.

A late evening buffet will be served and is included in the \$7.50

per person ticket prices. A no-host bar will be available serving cocktails as well as premium Sonoma Valley wines. Tickets will be available at the door or in advance at John Bedford's Hair Salon and Ruggles Music Store on the west side of the Plaza.

This year's chairpersons are Charlotte Herlong and Anna Sue Durrett. Committee members are Eric Morrison, John Bedford, Karen Pease, Jeff Lyons, Zanne Clark, Sharon Stuckey and Mike Peck.

Longtime Vintage Ball attendee's will notice a number of creative efforts to improve the atmosphere of the Vintage Ball.



Show Band West here on Sunday

Are the Big Bands back? You bet they are!!! And now one of the best is back after an eight year hiatus.

The Vintage Festival is proud to present Navy Band San Francisco's "Show Band West", a total entertainment package which features the sound of today in a big band format that guarantees to please every musical taste.

The band will perform in the Plaza's Grinstead Memorial Amphitheatre on Sunday at 3:30 p.m.

Show Band West is a 18-piece ensemble under the direction of Petty Officer Manny Constancio. It offers a variety package that recreates the sound of Miller, Basie, Chicago and their own speciality show stoppers. Show Band West does it all!

A WINE BOTTLE ON PARADE—
was this young entrant's idea
for last year's Children's Pa-
rade.

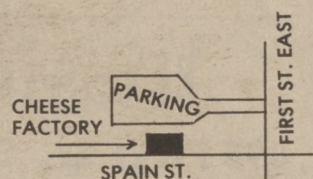
Sample a cheese tradition

SONOMA JACK FAMILY OF CHEESES

The Cheese of the Wine Country

Sonoma Jack Cheese, a High-Moisture Jack Cheese, has been manufactured in Sonoma, California since 1931. The first Sonoma Jack Cheeses were pressed by Celso Viviani in 1931 and his tradition of cheese making has been carried on by his son, Pete, and the third generation representatives, Dave and Fred.

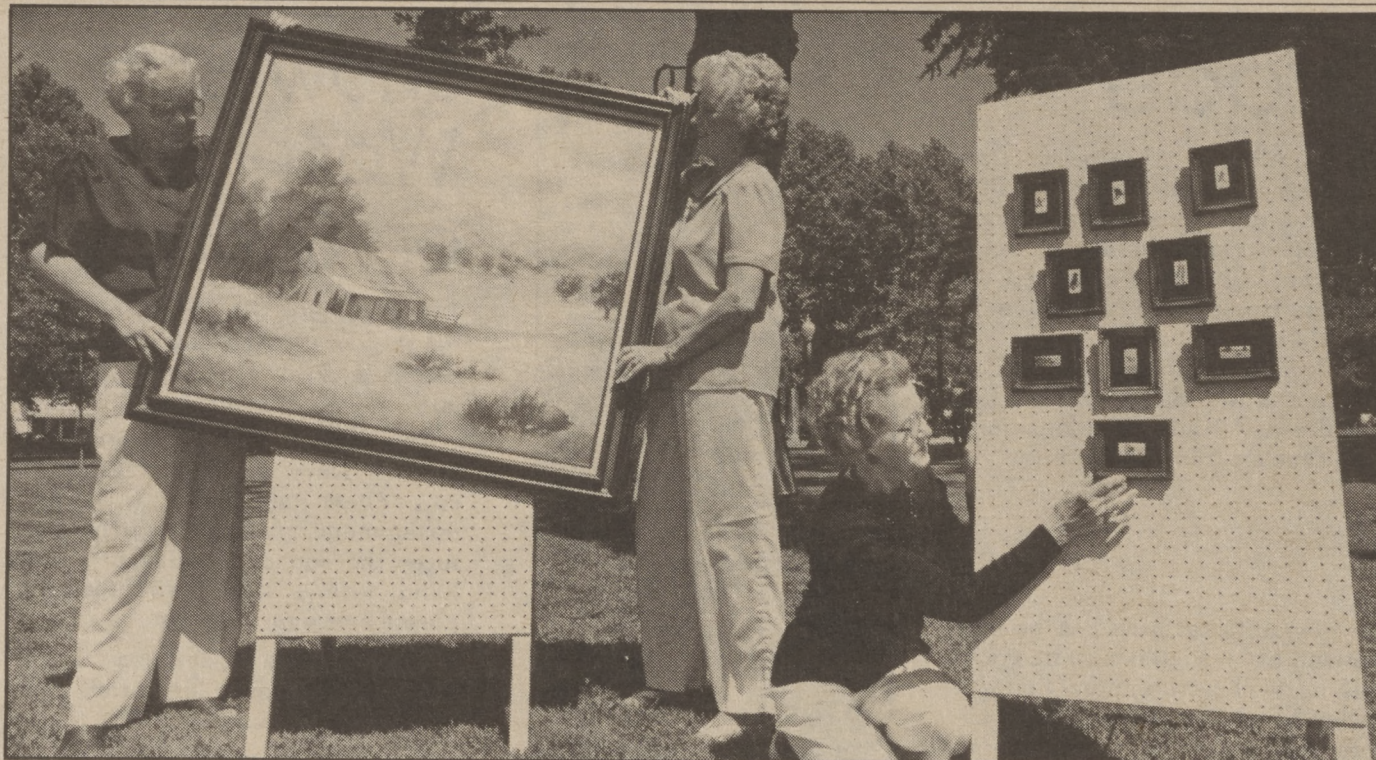
- Over 100 different kinds of cheese including Sonoma Jack in the traditional, high moisture or flavored varieties
- A large variety of locally made gourmet items
- Over 500 local wines at our wine bar
- Sandwiches made to order from over 30 gourmet meats
- Watch cheese being hand made in traditional Old World Methods and enjoy our Adobe Patio dining area.



SONOMA CHEESE FACTORY



On the Plaza, Sonoma
Open daily 9:30-5:30 Phone 938-JACK
Free public parking in rear—off First St. East



ART IN THE PARK AT THE VINTAGE FESTIVAL

L-R: Evelyn Moore, Nelda Maxwell and Ruth Jones with just a few of the works to be displayed

Photo by Richard Ammon

Arts and crafts at Community Center

Sonoma Community Center, located at 276 E. Napa Street, once again will sponsor an Arts and Crafts Booth Fair during Sonoma's Vintage Festival.

In addition to the annual indoor/outdoor judged flower show spon-

sored by the Valley of the Moon Garden Club, the Center will offer such exhibits as gem and mineral show, a country kitchen, jewelry booths and various handicrafts and art booths.

The popular event has reached overflow proportions in recent

years. Colorful canopies are erected on the Center's front grounds to house some of the exhibits.

The public is cordially invited to come browse, buy and snack at the Center's show.

'Something for Everybody' at Art Show

The northwest corner of the Sonoma Plaza will again be the scene of the annual Art Show put on by the 135 artist members of the Sonoma Valley Art Center, 10 a.m. to 5 p.m. Saturday and Sunday.

The theme of this year's show, "Something for Everyone" will exhibit paintings of varying sizes, the smallest (a painting on a single piano key) to the largest measuring 36" x 48".

The quality art that will be presented in oil, acrylic, watercolor, graphics and photography will be judged Saturday morning for award ribbons. The two judges, Edwardo Garcia and Donald Meyle, are well known throughout Northern California for both their artistic abilities and teaching.

Along the lines of the show theme, a "Miser's Gallery" will be showing paintings that are priced under \$35.



**BROADWAY
MARKET**

Open 7:30 am-7 pm daily

The very finest of

- Brand name groceries
- Meats & fish
- Fresh produce
- Deli products
- Liquor, beer & wine

We carry Sonoma French bread, fresh daily.

Ron Rodgers, Diane Hoesser, owners. Alfred Robles, manager.

Open every day 8 a.m.-8 p.m. 938-2685
4 Corners, Sonoma 938-2685

**Our compliments & congratulations
to all of you who made another
Vintage Festival possible!**



We're
Celebrating
Our

59th Year!

•Formerly Duhring's
General Merchandise
Founded 1850

Mission Hardware

498 First St. East

996-2211

Enjoy the booths

Each year during the Vintage Festival, non-profit organizations and clubs sponsor booths with food, games and entertainment in the Plaza area.

As we go to press the following are the organizations who have signed up thus far. For a more complete list of our participants, drop by the Information Booth in the N.E. Plaza area by the Bear Flag Monument.

Women of the Moose: childrens games; Sonoma High Booster Club: hot dogs, iced tea, fries; National Council on Alcoholism: crepes, juice, coffee, mineral water; Mayacamas Fire Department: Buffalo Burgers; Boy Scouts of America Troop #10: salami toss; Lions Club-V.O.M.: Softball throw; Sons of Italy: spaghetti, French bread; Sonoma Community Cen-

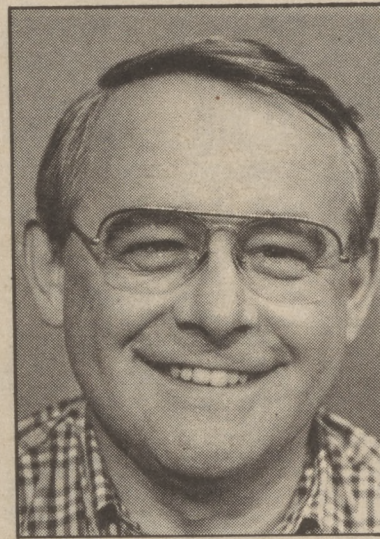
ter: sandwiches, juice, coffee; St. Francis Parents' Club: snowcones, cotton candy, popcorn, hamburgers; Sonoma Valley Art Center: artwork; Lions Club-Sonoma: Pepsi, orange truck; Mayacamas Fire Department: beer truck; Sonoma Lioness Club (Venture Club): apple pie, ice cream, brownies; Prestwood Parent-Teachers Organization: balloons, bracelets, toys, face painting, pins; Catholic Community Service Auxiliary: wine (by the glass), bread & cheeses, souvenir glasses, donation receipt tickets for "Sonoma Scene" quilt; Vintage Festival Board Booth: t-shirts, posters, donation receipt tickets; Sonoma Valley Hospital: Blood Pressure & health screening; New Life Assembly Youth Group: ring toss game; Sonoma Valley Christian School: Dunking Booth

Merchants decorating their windows

A free map of businesses participating in the annual Vintage Festival Window Display Contest is available at the information Booth in the northeast corner of the Plaza.

A perpetual plaque is awarded for the very best window display with ribbons going to outstanding

windows in categories which include: Indian or Mexican, Viticulture, Historical by a group or individual, commercial (as the store would have looked 100 years ago). Window Chairman for this year's contest is Patty Morrison. Judging was done by Jan Kiser, Edna Hacker, and Lavern Brown.



TOM MICHELIS

'85 event dedicated in memory of the late Festival president

Past Festival presidents

- *1947 James F. Lyttle
- 1948 Daniel Ruggles
- 1949 August Pinelli
- *1950 Armand Franquelin
- *1951 Mrs. Orson Linn
- *1952 Howard Blank
- *1953 Charles Cochran
- *1954 Carolyn Wolfe
- *1955 Harry Phinney
- *1956 E.L. Richardson

- *1957 Esther Pagani Gowans
- *1958 Esther Pagani Gowans
- *1959 Col. J.V. Thebaud
- *1960 Edgar Waite
- *1961 Louis Vela
- 1962 Hudson Auberlin
- 1963 R.H. "Bob" Brown
- 1964 Ray Sampson
- 1965 George Powell
- 1966 Robert Cannard
- 1967 Henri Maysonnave
- 1968 Dr. Allan Querin
- 1969 Jack Adams
- 1970 Col. Paul Walker
- 1971 Col. Paul Walker
- 1972 Merlyn Hunter
- 1973 Dr. Ralph Kelly
- 1974 Sue Stanley
- 1975 Toni Schaffner-Ettinger
- 1976 Elaine Sheffer
- 1977 Dorene Musilli
- 1978 Dorene Musilli
- 1979 Frank Cummings
- 1980 Evan Ross
- 1981 Evan Ross
- 1982 Evan Ross
- *1983 Tom B. Michelis
- *1983 Tom B. Michelis

*Deceased



Oakmont Inn

a public restaurant
The wine country's best kept secret...



Overlooking the Valley of the Moon

Come see us and enjoy one of our special lunches, fabulous dinners, or a gourmet Sunday Brunch. In addition to our regular dinner menu, with daily specials starting at \$6.95, we are now offering specialty Wine Country Dinners.

Our superb cuisine is matched to the award winning wines produced in this world famous wine growing region and are available by the glass.

A dining experience enjoyed by our clientele over the past 18 years.

| Lunch | Sunday Brunch | Dinner | Sunday Dinner |
|-----------------------------|---------------|--------------------------|---------------|
| Mon.-Sat. 11 a.m.-3 p.m. | 9 a.m.-3 p.m. | Mon.-Sat. from 5 p.m. | from 3 p.m. |

VISA • AMERICAN EXPRESS • MASTERCARD

7025 Oakmont Drive off Highway 12
near CHateau St. Jean Winery, Santa Rosa
Reservations please (707)539-3111

Visit. . . .

Buena Vista

California's Oldest
Premium Winery

Established 1857



- Explore limestone caves on a self-guided tour
- Taste award-winning wines and sparkling champagne
- Enjoy a picnic under the trees near the fountain
- Visit the wine museum (weekends) and art gallery

Historic Tasting Room Open 10 to 5 Daily

18000 Old Winery Road, Sonoma

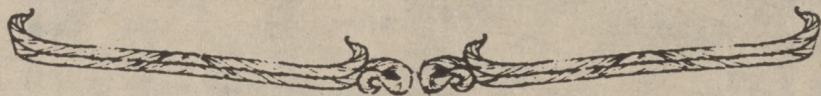
An hour's drive from San Francisco
Two miles East of The Plaza
For more information: (707) 938-1266



Photo by Richard Ammon

About the cover photo

I-T staff photographer Richard Ammon discovered this unique grapevine—which had grown into a wreath-like shape—while out on assignment in the northeastern hills overlooking Sonoma Valley. The picture serves as the cover for this year's official program and magazine of the 39th annual Valley of the Moon Vintage Festival, a supplement to the Sonoma Index-Tribune. Captured are valley vineyards and hills stretching towards the southwest. The picture was taken with Kodachrome 64 film. Ammon has been with the Index-Tribune since 1980.



Festival's honored guests

Invited to be honored guests at the Vintage Festival Blessing of the Grapes ceremony on Saturday are President Ronald Reagan, U.S. Senators Alan Cranston and Pete Wilson, Governor George Deukmejian, Congressman Douglas Bosco, Congresswoman Barbara Boxer, State Senator Jim Nielsen, Assemblymen Don Sebastiani and William Filante, First District Supervisor Janet Nicholas,

Mayor Jeanne Markson, Vice Mayor Jerold Tuller, Councilwoman Nancy Parmelee, Councilman Henry Riboni, Councilman Larry Murphy and Sonoma's Honorary Alcades — Henri Maysonnave, August Pinelli, Jerry Casson, Robert M. Lynch, Dan Ruggles, Dr. Paul and Mrs. Adele Harrison, Gail Fehrensens, Chet Sharek, Evelyn Berger and the current Alcades, Rev. and Mrs. Alan Piotter.

For over 25 years, Mary Fazio has been cooking food in the "Italian Family Tradition."

Come taste the difference a little Italian love can make! Join the Tradition today.



Homemade Italian Dinners

Dinners

| | Dinner | A La Carte |
|--|--------|------------|
| Spaghetti & Meatball | | |
| Spaghetti Marinara (Meatless Sauce) | \$6.20 | \$5.25 |
| Spaghetti-Butter-Cheese | | |
| Spaghetti-Aglio Olio | | |
| Rigatoni & Meatball | | |
| 1/2 Spaghetti, 1/2 Ravioli, Meatball | \$6.75 | \$5.70 |
| Ravioli with Meat Sauce | | |
| Pasta al Pesto | | |
| Tripe | | |
| Linguini with Clams (Red or White Sauce) | \$7.30 | \$6.30 |
| Lasagne | | |
| Eggplant Parmigiana | | |
| Tortellini ala Mary's | | |
| Tortellini ala Mary's (Creamy Pesto Sauce) | \$7.85 | \$6.75 |
| Fettuccini Alfredo | | |
| Gnocchi (Homemade by Mary) | | |

Sandwiches

Mary's sandwiches are served on fresh sourdough french rolls with a small crisp green salad and choice of homemade dressing (Mary's Special Italian Dressing or Thousand Island or Bleu Cheese).

| | |
|--|--------|
| Hamburger | \$4.25 |
| Grilled onions, mayonnaise and Mary's special dressing. | |
| With cheese add \$.50 | |
| Mushroom Burger | \$5.25 |
| Sauteed mushrooms, grilled onions, mayonnaise and Mary's special dressing. With cheese add \$.50 | |
| Grilled Italian Sausage Sandwich | \$4.70 |
| With grilled pepper & onions | \$5.20 |
| With Mary's homemade meat sauce and mozzarella cheese | \$5.70 |
| Hot Salami Sandwich | \$4.25 |
| With melted mozzarella cheese add \$.50 | |
| Meatball Sandwich | \$4.75 |
| Two homemade meatballs covered with our delicious meat sauce and mozzarella cheese | |
| Cold Meatball Sandwich | \$4.25 |
| Topped with lettuce, tomato, and sliced red onions | |
| Melted Cheese Sandwich | \$3.50 |
| Our mild mozzarella cheese layered on a French roll and melted in the oven. "Perfect for the lighter appetite" | |

Half-Orders

(Served with sourdough french bread & butter)

| | |
|--|--------|
| Spaghetti with Meat Sauce | |
| Spaghetti with Marinara Sauce (meatless) | |
| Spaghetti-Butter-Cheese | |
| Spaghetti-Aglio Olio | |
| Rigatoni with Meat Sauce | \$3.35 |
| Ravioli with Meat Sauce | |
| Pasta al Pesto | |
| Tripe | \$3.95 |

Sun.-Thurs.
11 a.m.-11 p.m.
Fri.-Sat.
11 a.m.-12 p.m.



18636 Highway 12, Boyes Hot Springs
938-3600

They volunteer

The Vintage Festival could not be the success it is without the aide and assistance of numerous volunteers who donate time, energy and money.

We know we have missed many people and to them we offer our apologies along with our heartfelt thanks.

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With extra special thanks to John Lynch, Joan Casserly and the entire staff of the *Index-Tribune* which makes this Program possible.



Photo by Richard Ammon

How about-a 'Ice-A-Boxa'?

The Valley of the Moon Vintage Festival is featuring a very special grand prize for this year's prize giveaway. The 'Ice-A-Boxa' is a five feet by 32 inch wine handcrafted cabinet, donated by various members of the Sonoma Valley Vintners Association, according to June King (pictured above), a member of the Festival board of directors.

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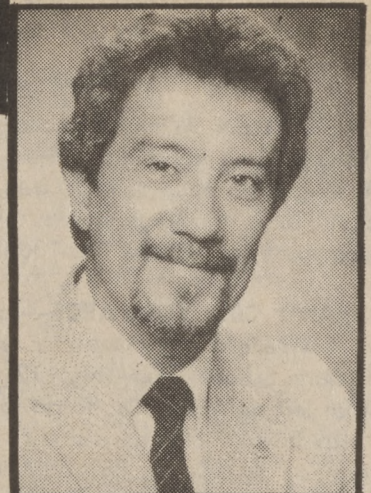
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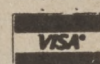
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Wineries

A guide to the wineries of Sonoma Valley

ADLER FELS—Located at 5325 Corrick Ln. near Santa Rosa. Tours by appointment only. Phone 539-3123.

BUENA VISTA WINERY—Located at 18000 Old Winery Rd., just east of Sonoma. Take Napa St. East from Plaza, turn left on the Old Winery Rd. Tasting room open daily 10 a.m. to 5 p.m. Self-conducted tours. Shady picnic areas. Phone 938-8504.

CARMENET VINEYARD—Located at 1700 Moon Mountain Dr. For more information, phone 996-5870.

CHATEAU ST. JEAN—Located at 8555 Sonoma Hwy. in Kenwood. Tasting room open daily 10 a.m. to 4:30 p.m. Tours from 10:30 to 4 p.m. Picnic area provided. Phone 833-4134.

H. COTURRI & SONS—Located in Glen Ellen. Phone 996-6247 or write: P.O. Box 396, Glen Ellen 95442.

GLORIA FERRER FREIXENET SONOMA CHAMPAGNE CAVES—Vineyards planted and champagne caves and production facility being built off Farm Road in Schellville. Phone 996-7256.

GLEN ELLEN WINERY—Located at 1883 London Ranch Rd., Glen Ellen. Tasting room open daily 10 a.m. to 5 p.m. Tours for large groups by appointment only. Phone 996-1066.

GRAND CRU VINEYARDS—Located at 1 Vineyard Ln., Glen Ellen, behind Dunbar School. Take Hwy. 12 north. Turn left on Arnold Dr. to go towards Glen Ellen. Make a quick right-hand turn on to Dunbar Rd. Continue on Dunbar Rd. to Dunbar School. Left-hand turn on to Vineyard Ln. behind school. Tasting room open daily 10 a.m. to 5 p.m. Self-guided tours. Picnic area. Phone 996-8100.

GUNDLACH-BUNDSCHU WINERY—Located at 2000 Denmark St., Vineburg. From the Sonoma Plaza take Napa Street East to Eighth Street East. Turn right. Continue on Eighth St. E. to Denmark St. Turn left on Denmark and proceed to winery. Tasting room open daily 11 a.m. to 4:30 p.m. Picnic area. Phone 938-5277.

HACIENDA WINE CELLARS—Located at 1000 Vineyard Ln., Sonoma. Take Napa St. East out of Sonoma to Seventh St. East. Turn left. Take Seventh St. to Castle Rd., turn right. Proceed to Vineyard Ln. Tasting room

open daily 10 a.m. to 5 p.m. Picturesque picnic area-wine garden. Phone 938-3220.

HANZELL VINEYARDS—Visitors by appointment only. No tasting. Phone 996-3860 or 996-0431.

HAYWOOD WINERY—Located at 18701 Gehricke Rd., just north of the town of Sonoma. Tasting room open daily, 11 a.m. to 5 p.m. Phone 996-4298.

HUNTER FARMS (Sonoma Valley Cellars) sparkling wines—At 15655 Arnold Dr., Sonoma. For more information, phone 996-4257.

KENWOOD VINEYARDS—Located at 9592 Sonoma Hwy. near the intersection of Warm Springs Rd., in Kenwood. Tasting room open daily from 10 a.m. to 4:30 p.m. except major holidays. Tours by appointment only. Call 833-5891.

KISTLER VINEYARDS—Located at 2995 Nelligan Rd., Glen Ellen. No tasting or tours. For more information,

write: 2995 Nelligan Rd., Glen Ellen 95442.

LAUREL GLEN VINEYARD—Located at Sonoma Mountain Santa Rosa. Phone 526-3914 for more information.

LAS MONTANAS WINERY—Located at 4400 Cavedale Rd., Glen Ellen. For more information, write 4400 Cavedale Rd., Glen Ellen, 95442 or call 996-2448.

MATANZAS CREEK WINERY—Located at 6097 Bennett Valley Rd., in Bennett Valley between Kenwood and Santa Rosa. Tours by appointment only. Phone 542-8242.

NAPOLI CELLARS—Headquartered at 1901 Fremont Dr., Schellville, featuring custom-crushed wines from Sonoma Valley. Mail orders, UPS shipping available. For more information write: P.O. Box 361, Sonoma, CA 95476 or call 938-3480.

OLIVE HILL—Vineyards established at 15000 Sonoma Hwy., Glen Ellen. Winery in the planning stages. For

more information write: P.O. Box 878, Sonoma, Ca. 95476.

RAVENSWOOD WINERY—Located at 21415 Broadway, Sonoma. Tours and tastings by appointment only. Phone 938-1960.

RICHARDSON VINEYARDS—Located in Schellville. No tastings or tours. Contact local liquor store or wine shop proprietors for information about availability of Richardson wines.

SANDY CREEK VINEYARDS—Located at Sandy Creek Gardens, 415 First Street West, Sonoma in the historic Salvador Vallejo Adobe, featuring custom-crushed wines from Sonoma County. Tasting room open daily, 10 a.m.-6 p.m. Sunday-Thursday, Friday 10 a.m. to 8 p.m. Phone 938-WINE.

SEBASTIANI VINEYARDS—Located at 388 Fourth St. East in Sonoma, one mile east of the Plaza. Take Napa St. to Fourth St. East and turn left. Tasting room open daily 10 a.m. to 5 p.m. Tours from 10 a.m. to 4:20 p.m. daily. Visitors urged to get there early on weekends. Picnic area included. Phone 938-5532.

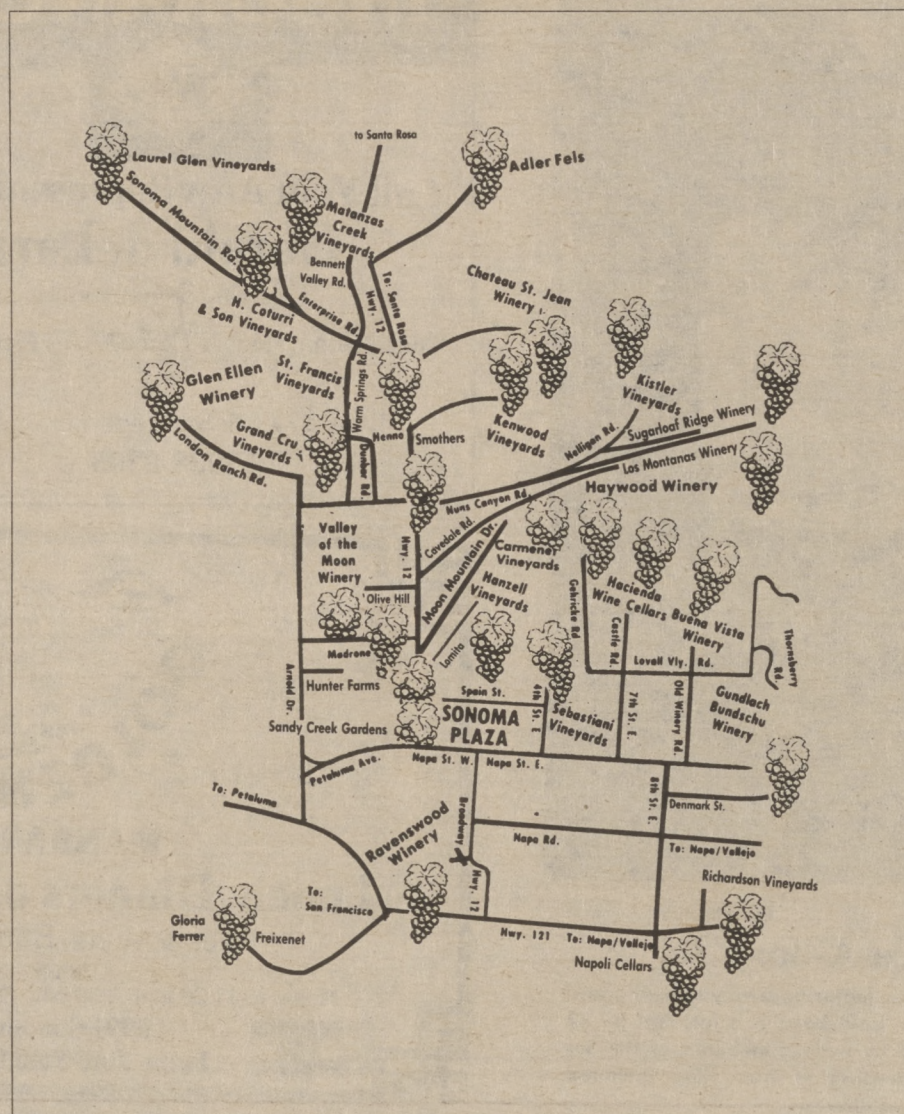
SMOTHERS—Off-site tasting room located at 9575 Sonoma Hwy., Kenwood, at the intersection of Warm Springs Road. Tasting room open daily, 10 a.m. to 4:30 p.m. Phone 833-1010. Winery offices located at Vine Hill Vineyards, Santa Cruz, telephone 408-438-1260.

ST. FRANCIS VINEYARDS—Located at 8540 Sonoma Hwy. in Kenwood. Tasting room open daily 10 a.m. to 4:30 p.m. Phone 833-4666. Tours by appointment only.

SUGARLOAF RIDGE WINERY—Located on Nelligan Road, Glen Ellen. First harvest and crush planned this fall. For more information write P.O. Box 939, Glen Ellen, CA 95442 or call 833-6535.

VALLEY OF THE MOON WINERY—Located at 777 Madrone Rd. in Glen Ellen. Take Hwy. 12 north out of Boyes Hot Springs to Madrone Rd. Turn left. Tasting room open daily except Thursdays, 10 a.m. to 5 p.m. Phone 996-6941.

VAN DER KAMP CHAMPAGNE CELLARS—Production takes place at 8450 Sonoma Hwy., Kenwood. Phone 833-1883.

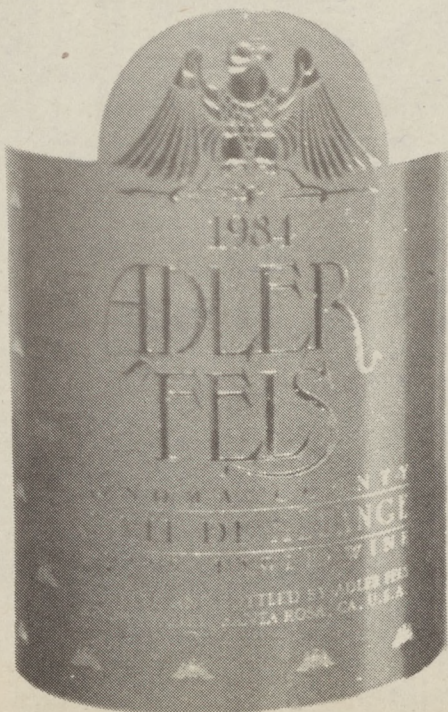


Adler Fels

Where graphic artist found new talent in designing award-winning wines

By **JOAN NORBERG**
I-T Guest Writer

"I used to design wine labels. Now I design wine," explains David Coleman, owner and wine-



maker at Sonoma Valley's Adler Fels Winery.

It is a logical progression to Coleman. He went from designing the outside of wine bottles to designing their contents.

This somewhat unconventional transition feels right to Coleman, who has unconventional ideas about winemaking in general.

Coleman's winemaking philosophy is strikingly simple and that's the attraction.

"I don't make wine like everyone else," he said. "Winemaking is traditional ... but I stop there. My idea is to buy the best grapes and do as little as possible to them. The wine should taste like the grapes they come from. I don't add a bunch of chemicals. A banana should taste like a banana, not a peach ... and wine should taste like grapes ... not oak."

Coleman, and his wife, Ayn Ryan, have literally built the winery from the ground up, around the tanks and barrels that comprise a winery. They started in the



Photo by Richard Ammon

AYN RYAN AND DAVID COLEMAN

Husband and wife literally built Adler Fels from the ground up

Turn to 12

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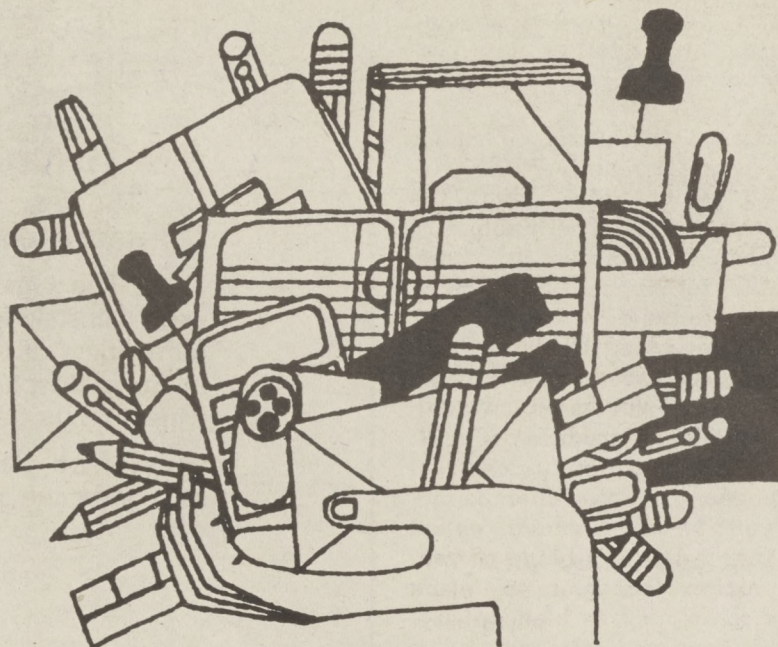
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Adler Fels

Continued from 11

oversized garage attached to their home high atop a mountain off Los Alamos Road in Santa Rosa, at the extreme northern edge of the Sonoma Valley appellation. The first crush in their present location was in 1981. In 1980 they used the facilities of a winemaker in Sebastopol.

Coleman, who was working at Northwestern Graphics designing labels, began the winery with the assistance of Pat Hecht as the enologist. Coleman went into the wine business full time in 1982.

"WE STARTED with no particular grape in mind," said Coleman. "We have crushed from 27 vineyards in the past. Now we have seven vineyards that we use. This will be our second year with those vineyards."

The winery uses only Sonoma County grapes. "Sonoma County is the mecca for grapes," explained Coleman. Adler Fels produces a Gewurztraminer, Chardonnay, Pinot Noir and Fume Blanc.

One measure of success for his winemaking technique is the number of gold medals the winery's Fume Blanc has won. During the interview Coleman explained that the Fume Blanc is consistently good and has won 22 medals, mostly gold with some silver and bronze. Just at that time, as if on cue, the phone rang and Coleman was informed by the gentleman on the other end that the Fume Blanc has just been awarded a gold medal by the California State Fair in Sacramento. "There's number 23," said Coleman.

A tour of the winery facilities shows how Coleman built the winery with his own hands around the tanks and barrels. The building is, as Coleman describes it, "functional but not finished. There is no more time to build."

The winery has the capacity to produce 8,000 cases a year but averages about 5,000 cases. In addition, the winery produces a sparkling wine ("Don't call it champagne. I hate champagne, don't you?" asked Coleman) called Me Lange a Deux, a blend of two. What makes this sparkling wine unique is that it is a blend of Gewurztraminer and Riesling and is 100 percent grapes with no sugar added.

"Other champagnes are made from Chardonnay and Pinot Noir grapes and they add lots of sugar," explained Coleman. "Our sparkling wine is also unique because we have the only label that won't wash off in the ice bucket." The label is etched into the glass bottles.

Turn to 14



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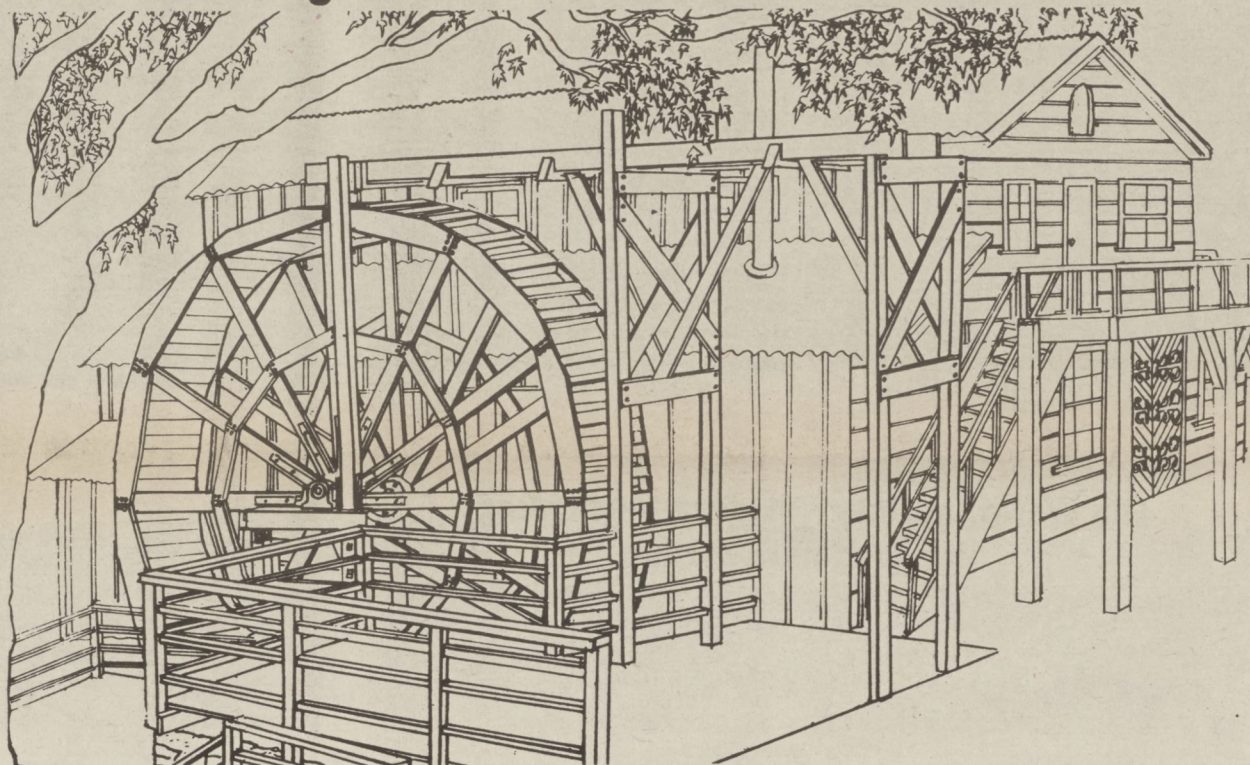
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Future plans for the Grist Mill include a twenty room inn, an outdoor creek-side barbecue and banquet facilities, all in the tradition of the Grist Mill Inn.



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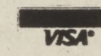
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Se dice “Gundlach-Bundschu”,
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GUNDLACH BUNDSCHU

Adler Fels

Continued from 12

Coleman is understandably aware of the label on his wine bottles and has just designed a new label for Adler Fels. The winery is named after the shape of a nearby rock formation, Eagle Rock. Adler means eagle and Fels means rock in German.

"THE FIRST wine label I designed was for Chateau St. Jean in 1973," explained Coleman. "In those days labels were square, cheap (about 1/2 cent) and one color. I used gold foil on a label and I'm proud to say, I invented the 10-cent wine label."

Ryan is kept busy with the public events and promotions of the winery. "It's amazing how much wine you have to give away to keep up," said Coleman.

A phone call interrupts the interview. "There's another gold

medal," jokes Coleman, laughing. Actually it is his Texas distributor who is going to be in town for the night. Coleman arranges for them to have dinner together later that evening.

"See, now that's not just dinner," explained Coleman. "That's also wine business. I'm having dinner with one of the distributors and we're eating at a restaurant that serves our wine. I eat, drink, sleep and work the wine business about 16 hours a day."

But the hard work will pay off. "We don't have any bank payments and we don't have a fixed number of cases we have to produce," said Coleman. "This year I think we might make a profit. I mean some money that won't immediately be recycled into the winery."

Tours are available by appointment. The phone number is 539-3123.

'My idea is to buy the best grapes and do as little as possible to them'



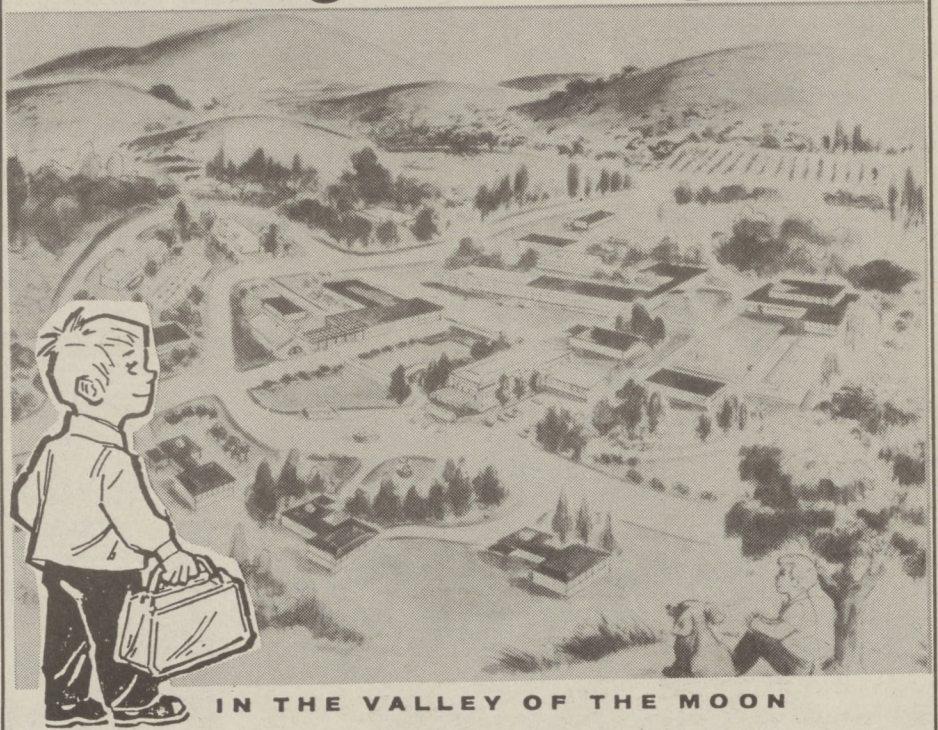
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Buena Vista

Young couple in charge of California's oldest winery

By JOHN LYNCH
I-T Managing Editor

Not only is Sonoma's Buena Vista hailed as the oldest winery in California, it is also considered to be the fastest growing winery in America, according to Marcus Moller-Racke, president.

With its production now set at 100,000 cases of wine annually, young Racke, only 29, describes the recent growth and changes at the historic winery as something of a "renaissance", the thrust of which is aimed at producing the highest quality wines.

Buena Vista takes a great deal of pride in its link to Los Carneros, the esteemed viticultural region which is home for the winery's estate vineyards on Sonoma Valley's southeastern boundary.

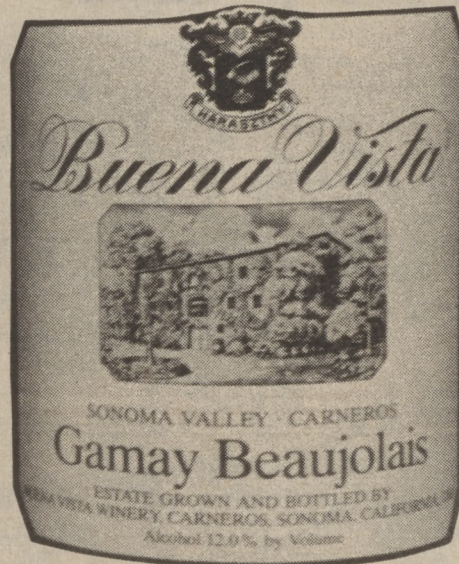
The winery places as much emphasis on the name Los Carneros as Sonoma Valley, or Buena Vista, for that matter. The rich soils there, coupled with the cooling effects provided by nearby San Pablo Bay, provide an ideal climate for cultivating grape varieties with the finest character and quality, they boast.

THE "RENAISSANCE", as Racke calls it, has brought about many changes. Buena Vista, owned since 1979 by A. Racke, a large, family-operated European firm involved in importing and exporting wine and spirits, (Marcus represents the sixth generation in the business) has removed old merchandise from the shelves, including many of the winery's generic and non-estate bottlings. With this have come many label changes, resulting in some attractive graphic and informational improvements on Buena Vista individual bottlings: Proprietor's, Varietal, Vineyard Selection and Private Reserve.

Premium varietal selections include Cabernet Sauvignon, Pinot Noir, Zinfandel, Merlot, Gamay Beaujolais, Chardonnay, Gewurztraminer, Johannisberg Riesling, plus Fume Blanc and Pinot Noir Blanc. Buena Vista also makes a popular wine called Spiceling, a Gewurztraminer/Johannisberg Riesling blend, and Pinot Jolie, an early harvest Pinot Noir.

The Private Reserve line was added to reflect wines that are "a little fuller" than other Buena Vista offerings, says Moller-Racke.

In honor of Sonoma's 150th birthday celebration last June, Buena Vista reintroduced the mys-



terious Lachryma Montis ("Tear of the Mountain"), an almost forgotten claret developed by Sonoma's founder, General Mariano Vallejo, and refined by Agoston Haraszthy, who established Buena Vista.

The winery has also expanded its vineyard holdings in the Carneros, and puts great pride and emphasis on promoting that region. Buena Vista recently acquired the 1000 acre Tule Vista dairy ranch—now called Carneros II—adjacent to its winemaking/office installations on Ramal Road south of Sonoma. Six hundred of those acres are being planted in vines, which when added to Buena Vista's current 600 acre holding, will give the winery about 1200 acres of premium variety grapes.

This makes Buena Vista the largest vineyard operation in the Carneros. Ninety-three percent of all Buena Vista wines are made from Carneros Estate grapes.

BUENA VISTA has a young, talented production staff that includes a relatively new winemaker, Jill Davis, 30, who studied under Beringer Winery winemaker Myron Nightingale. Davis joined the winery here a few years ago.

Since Racke took over as president two years ago, he has changed marketing and distribution strategies. The winery split with Dennis & Huppert, a Division of Bacardi Imports, which for many years was the national distributor of Buena Vista wines. Racke, who honed his marketing skills early on while working as a Buena Vista consultant and also as manager of a Brazilian cattle operation, now supervises marketing

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Buena Vista

Continued from 15

and distribution himself.

All of these changes—a greater attention to quality control, including wine making, grape growing and marketing practices—have bore fruit for Buena Vista. “It’s a team spirit,” says Racke.

Such “spirit” has won the winery considerable recognition at numerous wine judgments. In 1984 Buena Vista won a total of 75 medals for 17 wines it entered. This summer at tastings around the state, the winery has been a consistent multiple medal winner, which have included many golds.

BUT what people also remember about Buena Vista is the beauty and tranquility of its historic Haraszthy Cellars at the end of Old Winery Road east of Sonoma. Even there there have been changes and considerable activity.

The tasting room has been remodeled and expanded, a project that won Buena Vista an award for architectural merit. A special champagne tasting room has been added, and so has a popular summertime horse and buggy transportation service (from parking lot to tasting room) for visitors.

Many cultural events continue to blossom there, among them being the recently completed Mid-Summer Mozart concerts, featuring the renowned maestro, George Cleve and orchestra. Other events include the Shakespeare, Hungarian and Federweisse festivals and much more. It is also headquarters for the Knights of the Vine, the prominent wine brotherhood, which recently established a museum there. The winery hosts art exhibits, drama productions and many other activities.

WINE, though, will always be number one. Racke explains that Buena Vista strives to make wines that are moderate in oak and alcohol, wines that express “drinkability.”

But a good wine requires good grapes. The responsibility of cultivating and maintaining quality fruit belongs to Racke’s wife, Anne, who is Buena Vista’s Director of Vineyard Operations. Anne, 23, works closely with longtime vineyard foreman Frank Fettkether.

Anne and Marcus, who have a daughter, Dorothe, 5, were raised in small towns not five miles from one another in the heart of Germany’s Rhine Valley. Marcus studied Agribusiness at the University of Bonn and worked extensively in vineyards throughout Germany. Anne worked in her family’s vineyards near Oberwesel, and took

viticultural courses at school.

The image of A. Racke as some foreign giant that has gobbled up a sacred piece of American history does not bother the young couple. On the contrary they feel that the people here have accepted them from the very beginning.

“When Anne and I first came here it was wonderful to see how friendly and helpful everyone was, how easily they accepted us,” says Marcus.

AGOSTON HARASZTHY, a Hungarian refugee, is credited with establishing Buena Vista in 1857. He is often called the “Father of California Viticulture” having introduced premium grape cuttings he brought with him from Europe to California in the 1840s and 50s.

His sons, Attila and Arpad, ran the winery for a short time following their father’s death in 1869. The winery ceased operations for some 40 years before a prominent United Press International correspondent, the late Frank Bartholomew of Sonoma, purchased Buena Vista and got it going again in 1943. The winery was sold to Young’s Market Co. of Los Angeles in 1968 before being purchased by A. Racke six years ago.

The tasting room at 18000 Old Winery Rd., Sonoma, is open daily 10 a.m. to 5 p.m. Shady, picturesque picnic areas are provided.



Photo by John Lynch

ANNE AND MARCUS MOLLER-RACKE

Inspect vineyards above Buena Vista's winemaking facility in the Cameros

In 1984 Buena Vista won a total of 75 medals for 17 wines it entered



WINEMAKER JILL DAVIS

Studied under Beringer's Myron Nightingale

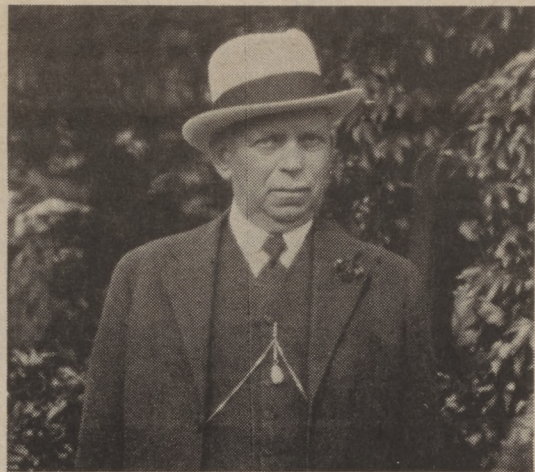
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Half a century later in the Tuscany region of Northern Italy, Samuele Sebastiani began learning the vintner's art at a monastery near his home. At age 21, he immigrated to America in 1895 with dreams of starting his own winery.

In California, Samuele worked the stone quarries of Sonoma where he cut and hauled cobblestones for San Francisco streets. By 1904, he saved enough to establish a Sebastiani family winery and marry Elvira Eraldi. Soon he became known for wines that had the character of the Old World.



Prohibition from 1919-1933 forced the closing of 700 wineries, but Samuele survived by making altar and medicinal wines. Later, he would joke that there were "lots of sick and religious people during those days." However, a grape market was provided to a large community of growers who might have converted vineyards to orchards or sold to land developers. To protect himself and prevent layoffs, Samuele set up a cannery which provided over 100 jobs through the Great Depression. His employees also constructed several buildings, including the theatre and a hotel. His final achievement was donating the renovation of St. Francis Solano Convent.

August Sebastiani, my father, brought recognition to the family wines by bottling them under the family name and directing the winery through its most spectacular years of growth in the 70s. As an industry innovator, August popularized blush wines by creating "Eye of the Swan" Pinot Noir Blanc. He was the first to bottle varietals in large bottles, introduce "Nouveau" Gamay Beaujolais to America in 1972 and create "Rosa" Gewürztraminer.

A renowned conservationist and breeder of rare birds, August saved the last Grayson doves from extinction and was responsible in large part for the sight of birds in Sonoma Valley. We still maintain the sanctuary he established for migratory waterfowl and have continued to work to increase the numbers of several endangered species.



As the third generation in America, I have invested over \$6 million since 1980 to shift the winery's emphasis from quantity to quality. Research, experimentation and technology have resulted in our winning more awards for more wines than any winery in America in 1984. But we are continuing to work for even greater Sonoma Valley wines. With ongoing enological research as well as experiments conducted in two re-established acres in our 1825 vineyard, we will always strive to improve.

Sharing the joys of our Italian heritage of wine and food has been the emphasis of my wife, Vicki, and mother, Sylvia. My mother was the first California winemaker's wife to publish a cookbook, "The

Sebastiani Family Cookbook." Vicki develops recipes and prepares dishes for our national advertising and for merchandising displays. She and I often travel together across the nation to promote the enjoyment of wine and food.



Just as our Italian heritage is being preserved through our wine styles and recipes, so are we preserving Sonoma history through winery improvements. We have continued Sonoma's heritage of stone architecture by building walls and an Eagle Vineyard archway on our grounds. We also have purchased Schocken Hill so that future generations can enjoy its history in a protected state. On June 1, 1985, the hill was renamed Monte di Farneta to honor the birthplace of Samuele, who labored in the hill's quarry.

The foundation of our entire history is, of course, our wines. Our family and staff share a dedication to the very highest principles in the art of winemaking. We are confident this will ensure not only the continuation of our heritage, but a strengthening of Sonoma Valley's reputation as a truly great wine region of the world.

Sam J. Sebastiani



Sam J. Sebastiani



Carmenet

Final building completion gives underground vintners some elbow room

By ED SHAWLINSKY
I-T Staff Writer

Stagecoaches once traveled through the area in the 1800s on their way from Sonoma Valley to Napa Valley.

Bootleggers in the 20s made their liquor there.

And, in the '60s and early '70s it was the home of what some people have called a cult.

Today, the hidden valley at the 1,200 foot level of the Mayacamas Mountains, is the home of the relatively new Carmenet Vineyard, the third vineyard to be developed by the San Francisco-based Chalone Inc. which also operates the Chalone Vineyard in Salinas Valley and the Edna Valley Vineyard in San Luis Obispo, all three producers of premium wines.

It is also the first new winery since the repeal of Prohibition to have its aging cellar entirely in underground caves.

CARMENET winemaker and general manager, Jeffrey Baker, said it wasn't originally planned that way.

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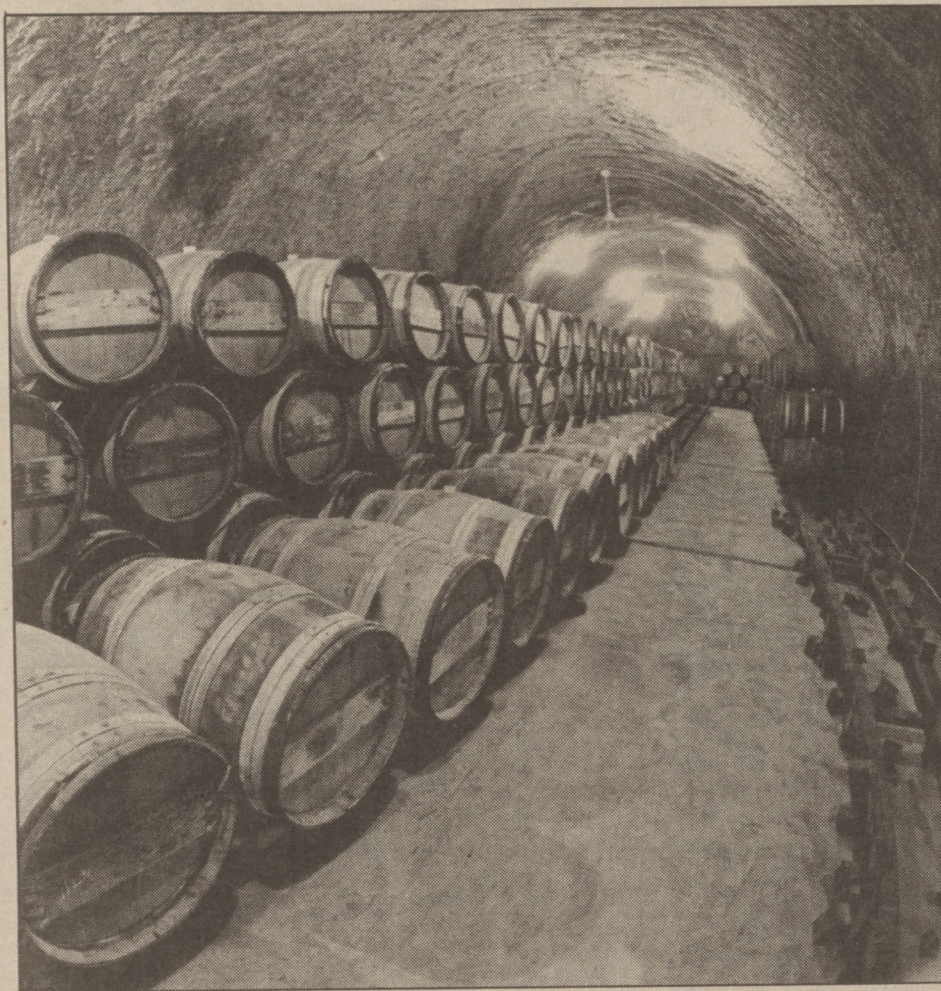
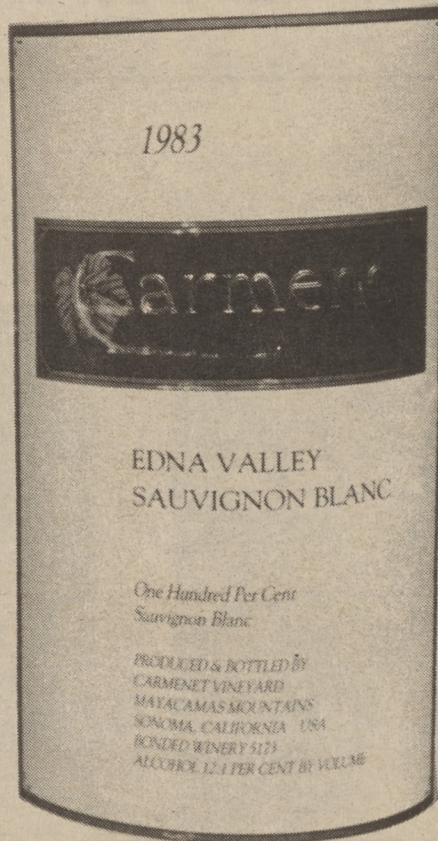


Photo by Richard Ammon

CARMENET CAVES

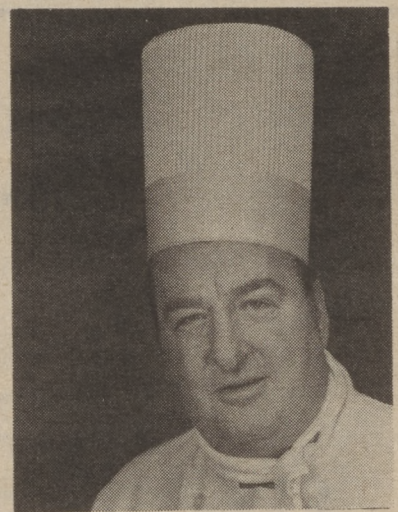
Caves for aging cellars were carved out of a cliff



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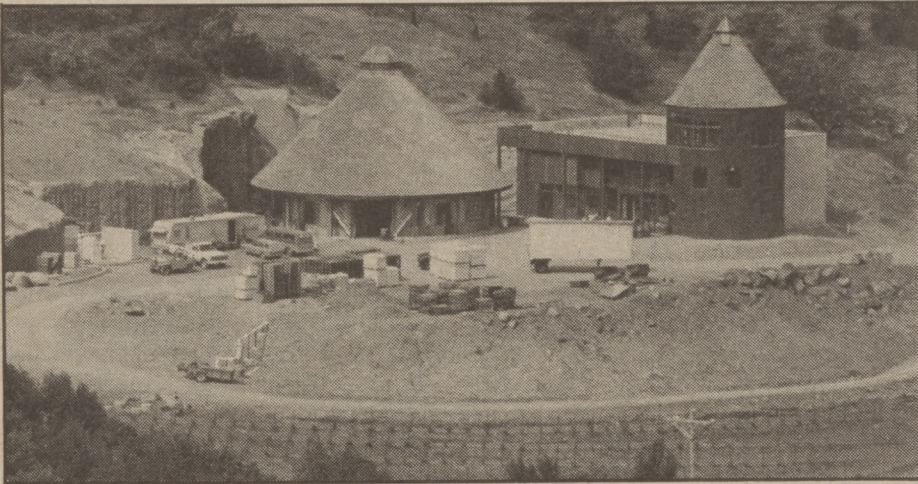
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A VIEW OF CARMENET

A hidden valley once inhabited by bootleggers and a cult

"We originally planned to have the cellar in an earthmound building against the face of the cliff," Baker explained.

He said the plans changed when it was found that caves could be carved out of the cliff for 40 percent of what it would cost to construct a building.

Baker also said that since the caves were carved in 1983 they have been at a constant temperature of 60 degrees, without the aid of air conditioning.

In the two years that have gone by since the caves were completed, the winery has built what Baker calls its expensive project, a fermenting tank dome building constructed in such a way that what he calls a "punch down device" travels on a track around the interior, pushing down the sediment of 14, 3,000 gallon tanks and two, 1,500 gallon tanks.

"OTHER WINERIES remove the sediment with liquids," Baker said explaining, "We are now able to do it the way it was done before the big fermenting tanks were developed."

The latest addition to the winery is the building Baker and his staff have been anticipating patiently for some time.

Construction of the new bottling building, the last phase of the winery's building plan, means Baker and staff can now move out of their cramped trailer into the building's spacious offices and laboratory.

Baker said the new building also has a meeting area for business and social functions in a tower reached by a spiral stairway.

Standing on the roof of the new building and looking at the 50-acres of grapes on a facing inclined slope, Baker explained that all the investment Chalone Inc. has made in the winery (\$2 to 3 million) was based on the company's belief that the Bordeaux (Cabernet Sauvignon, Merlot and Cabernet Franc) varieties which Carmenet has crushed since 1982 will produce a premium Cabernet Sauvignon

with an excellent reputation.

Baker said the first indication of this came from Chalone's sampling of some wines made from the grapes which he said were first planted on the rugged, rocky hillside by followers of Alex Horn, who he described as being pre-EST in his effort to get the drop-outs of the '60s and '70s back into society.

LOOKING UP at the hillside vineyard he explained that Horn's group had by accident or intention stumbled on an area that compares with the best growing conditions of Bordeaux.

He said the steep slope is very hard to farm. But the effort must be worth it since every drop of Carmenet's first release was quickly snapped up this year.

"We have done tastings with other premium wines and we think our wine more than matches up," Baker said.

Carmenet is also an excellent example of Chalone Inc.'s stated philosophy that the use of modern equipment should "observe and protect the wines — never to manipulate them in preconceived directions."

Baker contends this is the reason that the "punch down device" was devised.

He also said it is the reason the winery imports French oak chateaux barrels from Bordeaux for not only its Cabernet Sauvignon, but also its Sauvignon Blanc, which he said is fully aged in the barrel.

IT IS ALSO the reason that each barrel is hand-poured in the old style instead of pressure-poured, with the pourer using a candle to check the clarity.

Reached by a branch of Moon Mountain Road, off Sonoma Highway (just north of Agua Caliente), Carmenet does not conduct regular public tours due to the width and condition of its gravel-covered access road.

Baker, however, said tours of the winery can be arranged, depending on the season, by calling the winery at 996-5870. ●

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The Classic Sonoma Woman



Photo by Zak

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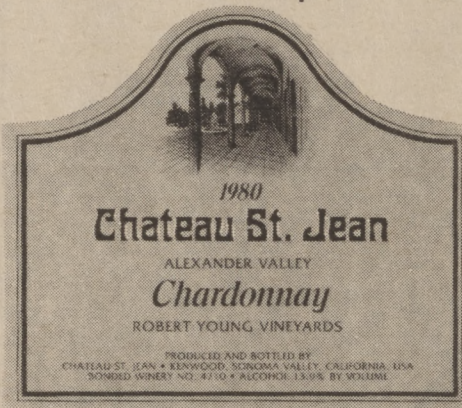
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Chateau St. Jean

New launch pad-like apparatus propels winery towards 'consistency'



By JOAN NORBERG
I-T Guest Writer

When Suntory International, one of the world's largest producers and distributors of wine and spirits, purchased Chateau St. Jean last year, many people were wondering just what influence this would have on one of California's most popular and successful wineries.

The influence can be seen in those millions — millions of dollars being spent on capital improvements at the winery's facility in Kenwood.

"There has been an infusion of working capital that has been very good for us," explained Richard Arrowood, vice president and winemaker at Chateau St. Jean. "Suntory has been a very positive force for us."

The capital improvements include a huge, spectacular set of juicing tanks must chiller system, and refrigeration apparatus, more tank presses and a 20,000-plus square foot warehouse currently under construction.

All of these improvements are part of the winery's emphasis on consistency.

"We are not looking for more tons of grapes to handle," said Arrowood, "but to handle what we have consistently."

Virtually all of the wines made at Chateau St. Jean's Kenwood facility are white varietals — Chardonnay, Johannisberg Riesling, Gewurztraminer, Sauvignon Blanc, Fume Blanc, Pinot Blanc. Also produced are a highly popular late harvest selection (Gewurztraminer and Riesling) and a generic white table wine, Vin Blanc.

Arrowood continues, "This is the toughest marketplace to work in," he explained. "The European wines are making a strong showing because of the strong dollar and advertising subsidy from their governments. It's not good enough to just make quality wine, but you also have to know how to market

it. It's a 'soft marketplace' now."

ARROWOOD explained that the main marketing target for Chateau St. Jean now is to increase sales in restaurants. "Marketing and sales are very important. That's the key," said Arrowood.

Consistency is the key word heard throughout the interview. This is the main goal of Chateau St. Jean.

"The consumers have become more sophisticated," said Arrowood. "They are learning every day. They want consistency as well as uniqueness."

"I feel we have found our niche in supplying the consumer who wants consistent quality at a good price."

He continued, "Even though we're talking about a soft market

now, we feel it will improve and we have to plan for the future," he said. "We also don't feel it will be as soft for us as other wineries."

Arrowood has been with Chateau St. Jean since 1974 and was in fact the company's first employee. In addition to duties as winemaker, Arrowood must keep abreast of all aspects of the winery's growth and development. He

Valley of the Moon Winery



Enrico Parducci

Set in the midst of the lush Sonoma Valley the chronicles of more than a century are interwoven dramatically with today's Valley of the Moon Winery.

Prior to the Civil War, a portion of a Mexican land grant was turned into vineyards through the labor of Indian and Chinese workers. Later the expanding production of wine and brandy prompted a land exchange with the Santa Rosa Railroad for a track to connect Sonoma with Glen Ellen.

By the late 1900's French vines had been added to the growing vine-



(L-R) Harry Jr., Gerard, Rheda, Tad and Harry Sr.

yard. The illustrious and colorful George Hearst took possession and operated the facility through the turn of the century. Prohibition disarmed Valley of the Moon Winery and later the Great Depression left its grim mark. As World War II crested the international scene, Enrico Parducci, founder of the San Francisco Sausage Company, purchased the site. Wine production began in 1942 and with it a tradition of quality, affordable wines which has been maintained diligently for more than 40 years.

Today the winery operates under the direction of Enrico's son Harry Parducci and his wife Rheda, winemaker Harry Jr., sales manager Gerard Parducci, and long time family friend and production manager Tad Watson.

An eloquent welcome to Valley of the Moon Winery extends from the spreading arms of the giant Laurel Bay in front of the tasting room. Experts have gauged the tree, comprised of thirteen intertwined stumps, to be at least 400 years old. With its laurel-like leaves, the tree's regional significance has been recognized with a listing on the National Register of Historic Places. The Parduccis' personal focus and pride in their historic setting has extended to those who consume their wines. The result has been consistent style, excellent quality and reasonable prices.

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works closely with Barney Fernandez, director of vineyard operations, to prepare for the harvest, as well as with Rick Daniels, plant engineer, who oversees the construction projects and general maintenance at the winery, and cellar foreman Don Van Staavaren.

Arrowood is quick to compliment his co-workers and emphasizes that many of the employees have been there for several years. The president of the winery, Allan Hemphill, has been there since 1977.

"WE HAVE a fairly low turnover among employees," said Arrowood. "We feel that the combination of excellent people, grapes and equipment make our wine and our winery high quality."

In terms of volume the table wine facility produces approximately 180,000 cases annually. Chateau St. Jean's sparkling wine facility in Graton turns out about 50,000 cases yearly.

A separate red wine facility is a future possibility. Estate vineyards account for approximately 10 percent of production. The winery also leases and manages La Petite Etoile and Alary Vineyards. The balance of the grapes are purchased from growers in Sonoma Valley, Russian River, Dry Creek and Alexander Valley areas.

Chateau St. Jean started small and since Arrowood has been there from the beginning, he has seen the growth into a BIG business. While he feels the winery has shown good growth, there are still touches of a close-knit family among employees.

ALTHOUGH Arrowood's office is handsomely appointed with wood paneling and rich carpeting, he does have a side door that leads directly to the production center of the winery where he keeps in touch with the wine and the workers.

Arrowood's duties also include marketing the product. This means meeting with distributors and restaurateurs, granting press interviews and appearing at wine tastings. "People want to meet the winemaker," he said.

Suntory's infusion of capital at Chateau St. Jean appears to have a positive impact on the future of the winery. The expanded facilities will allow for a new bottling line, warehouse space and the latest equipment to enhance the winery's ability to make "consistently high quality wine at a good price."

The tasting room at Chateau St. Jean is open daily, 10 a.m. to 4:30 p.m. The self-guided tour is open 10:30 a.m. to 4 p.m. The phone number for more information is 833-4134. ●

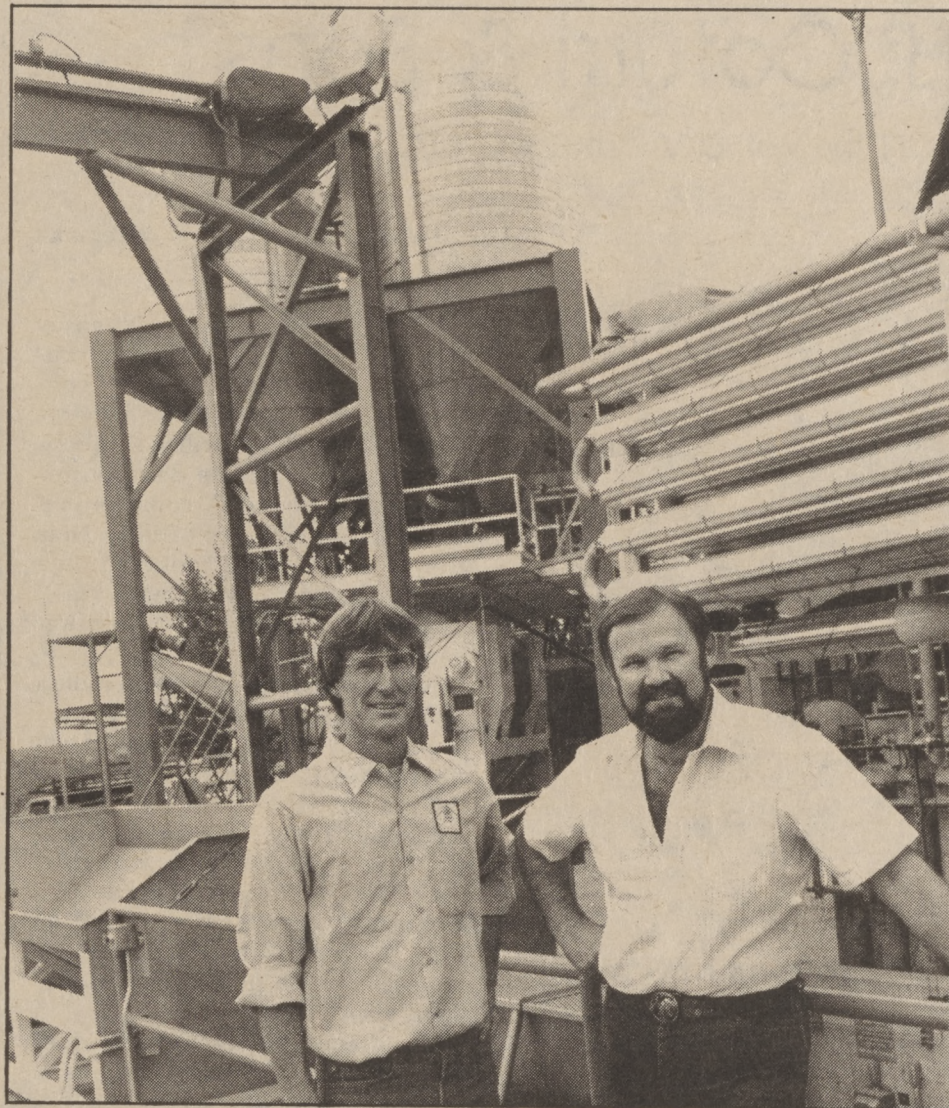


Photo by John Lynch

THE CELLARMAN AND THE WINEMASTER

Don Van Staavaren (l) with winemaker Richard Arrowood and Chateau's new \$200,000 space-age like winemaking apparatus



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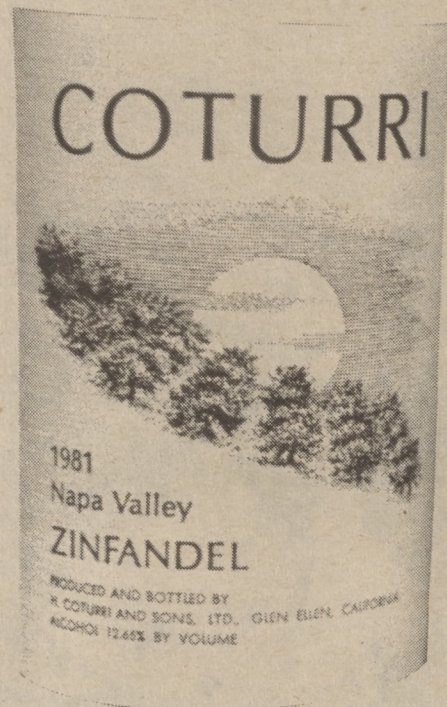
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H. Coturri & Sons

Family winery takes a stand on Zinfandel



By **JOHN LYNCH**
I-T Managing Editor

The first grapes planted on the Harry Coturri family property, nestled in the foothills of Sonoma Mountain near Glen Ellen, were Zinfandel. That was in the early seventies, the pre-dawn of the celebrated white wine boom.

And today, despite a wine-consuming public that continues to prefer white wines over reds, it is the Coturris' deep, rich full-bodied red Zinfandels, produced from that same family vineyard and others around the valley, that, according to Tony Coturri, have supported their winery for the past few years.

Such irony can be found throughout the relatively young life of H. Coturri & Sons Winery, run by the equally young Coturris—Tony, 36, the winemaker, Philip, 33, the vineyard manager, along with Dan Parun, 29 all of whom are in partnership with family patriarch, Harry Coturri.

The irony amuses the two brothers, Phil with his Jerry Garcia grin, and Tony, a wily wizard type in wire rim glasses.

White wines, which tend to be the cash flow products for most wineries, actually take longer for the Coturris to age than their reds, notes Tony.

This is what he means when he says that, "The major change for us has been in marketing. We're cutting back some. We've usually produced about six wines. But our plan for now is to really stick with two—Zinfandel and Cabernet Sauvignon, primarily Zinfandel." The red wines, he believes, are better

suited for their style of winemaking.

THIS YEAR, of the 2,000 cases of wine the Coturris plan to produce at their tiny, modestly constructed and equipped winery, about 1000 to 1,200 will be Zinfandel with 200-300 cases destined for Cabernet. Playing considerably lesser roles will be Pinot Noir (they'll crush about four to five tons), Chardonnay (four tons), Semillon (two tons) and Gewurztraminer (maybe one ton).

"Our Chardonnay and Semillon produce good, oaky, high acid wines," says Tony, "but the irony is that they actually take longer to age than our reds."

Another irony, and another reason that Coturri Winery is cutting back on its varietal selections: "We had 600 cases of Cabernet and 90 cases of Pinot Noir and it took the same amount of time to sell both of them out."

Most contend that the wine-drinking public continues to lean towards white wines, but the Coturris are at least starting to see a stronger demand for red grapes. "It seems that this year the red grapes are in demand," explains Tony. "Last year you couldn't give them away. This year you can't find them. Like, now it's hard to find good Cabernet."

In particular he says, "everybody wants Zinfandel. People realize that Zinfandel can be their cash flow wine." Plus, he notes, "for the cost of one ton of Chardonnay you can buy two tons of Zinfandel."

IN ADDITION to their small estate vineyard fronting the winery on Enterprise Road, locally the Coturris also obtain Zinfandel grapes from the rugged, rocky Charles Cooke Ranch in Lovall Valley and from a vineyard next to the Gallo Ranch on Lark Avenue off Arnold Drive, El Verano. Their Cabernet comes exclusively from nearby Sonoma Mountain.

Taking those lush Zins and Cabs and seeking new, out of state markets is another rather humbling change for the Coturris. Phil Coturri, who manages several vineyards in Sonoma Valley, remarks, "In these days wines don't market themselves. The main tool is having a marketing program."

Echoes his brother, "The reason we got into it (wine business) is because we felt we made good wine. But it doesn't mean anything if you can't market it."



Photo by John Lynch
THE COTURRI BROTHERS & SONS—From left: winemaker Tony and eight-month old son, Nick; vineyard manager Phil and two year old son, Sam.

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WHICH is why many people thought that the Coturris were doomed from the start, when in 1979, they first began coming out with their much-publicized "natural wines." They still strictly adhere to those "natural" methods of not using any chemical additives, not fining or filtering their wines, allowing them to ferment in the barrel using natural yeast. Yet, at the same time, something has changed.

"We don't worry about it," says Tony. "We have the little label on the back (explaining the natural process). "But it's not our primary sales tool. People have overcome the 'natural, big wine' thing. They either like it or don't like it."

Tony admits that "a lot of people were unsure about our wines." He cites a case where a neighboring vintner had a bottle of Coturri 1979 Chardonnay, which at the time was unpopular with many so-called critics because of its cloudy, unfined contents and heavy oak flavors.

"He put it away and then five years later opened and drank it and told us it was the best Chardonnay he ever tasted," Tony recalls proudly. "Our white wines come around with bottle aging."

TONY admits that some of the criticism has been warranted and

they've taken measures to correct it, making some subtle changes to enhance the product. "We had too much wood on some of our earlier wines, Chardonnay primarily, and that was a justified criticism," he says. "Now we've learned how to handle the wood a little better."

They've also made other improvements like resort to a new, larger basket press, experiment with a 120 gallon punchon, and give the grapes a little more pressing.

But what the Coturri methods have re-enforced, he says emphatically, is "it does work." In a feverishly competitive wine market, Tony declares that "you have to have something unique." That's why they're cutting back and moving full speed ahead in a program to enhance its Zinfandel and Cabernet production, and as Tony says, "put a little more money back into the vineyards."

He concludes, "You have to dig in and believe what you're doing and stick with it. We went to the school of hard knocks and learned our lesson. But now we're settling down, getting more and more accepted."

After six years in the business, brother Phil offers this thought about H. Coturri & Sons Winery, "Longevity has proven that our style can excel." •



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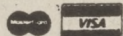
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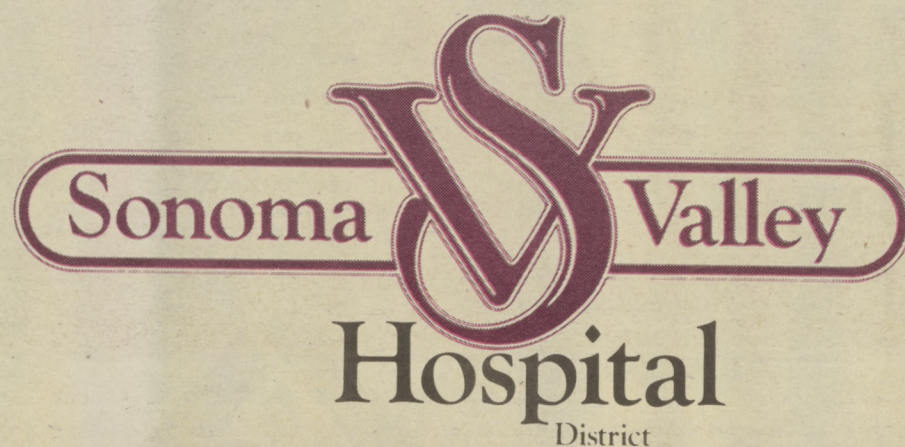
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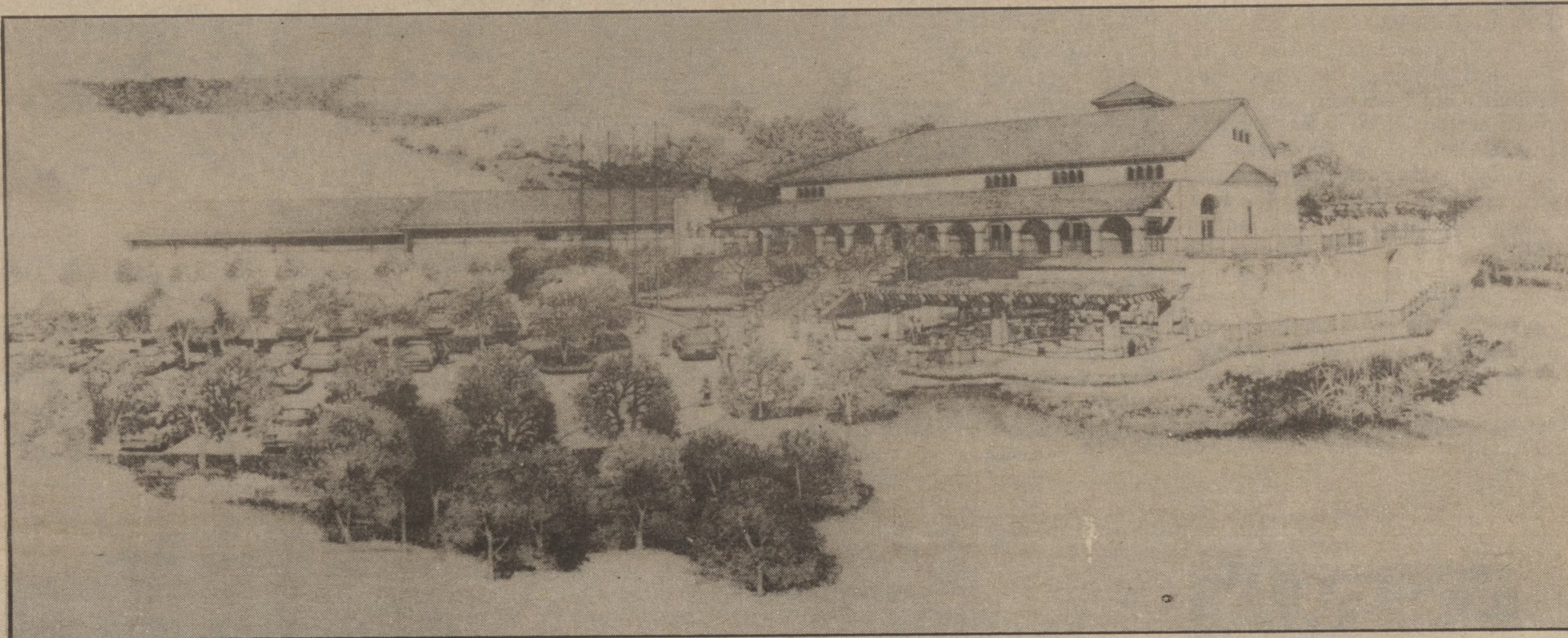
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Gloria Ferrer

Freixenet Sonoma Champagne Caves taking shape in Schellville



THE FUTURE GLORIA FERRER FREIXENET CHAMPAGNE CAVES IN SOUTH SONOMA VALLEY
Artist's rendering of what it will look like once finished, complete with winery, caves, visitors complex and offices

By **KAREN KOHS**
I-T Guest Writer

Toward the southernmost end of the famed Los Carneros wine-grape region, near Schellville, a massive visitors complex and winery is slowly taking shape. Now scheduled to be completed by May, 1986, the impressive Spanish-style home of Gloria Ferrer Freixenet Sonoma Champagne Caves will eventually produce some 80,000 cases, making it the largest producer of Methode Champenoise sparkling wine in Northern California.

The Ferrer family, already the largest producers of Methode Champenoise champagne in the world, has produced wine in Spain since the 13th century.

An established dynasty of the Catelon region near Barcelona, Spain, the centuries-old Freixenet of San Sadurnia de Noya decided earlier this decade to expand on tradition with a California creation. A combination of Spanish style, with California grapes and French influence, the new product will be



an estate bottled, French process sparkling wine.

The vineyards are already planted (Chardonnay and Pinot Noir) but not yet in production. Winemaker Eileen Crane, in her commitment to making "the best sparkling wine in Sonoma County", is currently buying grapes from vineyards in Los Carneros, plus lots from select regions throughout the county.

What results is a premium brut



Photo by Richard Ammon

EILEEN CRANE

Freixenet winemaker was formerly with Domaine Chandon

Turn to 2

Gloria Ferrer

Continued from 1

sparkling wine, "a marriage", as she puts it, of the different European influences with what Freixenet considers the finest winemaking region of California.

Some 20,000 cases from 1984 are now *en tirage* at another Sonoma County facility, and projections for the 1985 harvest are around 40,000 cases. The first vintage from the new complex, which should be ready for the 1986 crush, is expected to yield 60,000 cases of Sonoma County sparkler, according to winery officials.

There is a release currently on the market, named for family matriarch Gloria Ferrer, of which there are only 1900 cases. A blend of Chardonnay and Pinot Noir, it proudly bears the distinction of being made here in Sonoma County. Retail price is just under \$10.

Tours, tasting, and public events will be available after the winery opens. A date for the grand opening has not as yet been set, but the wine country's newest European transplant is hoping to open the wrought-iron gates of its hacienda in time for the summer tourist season next year.

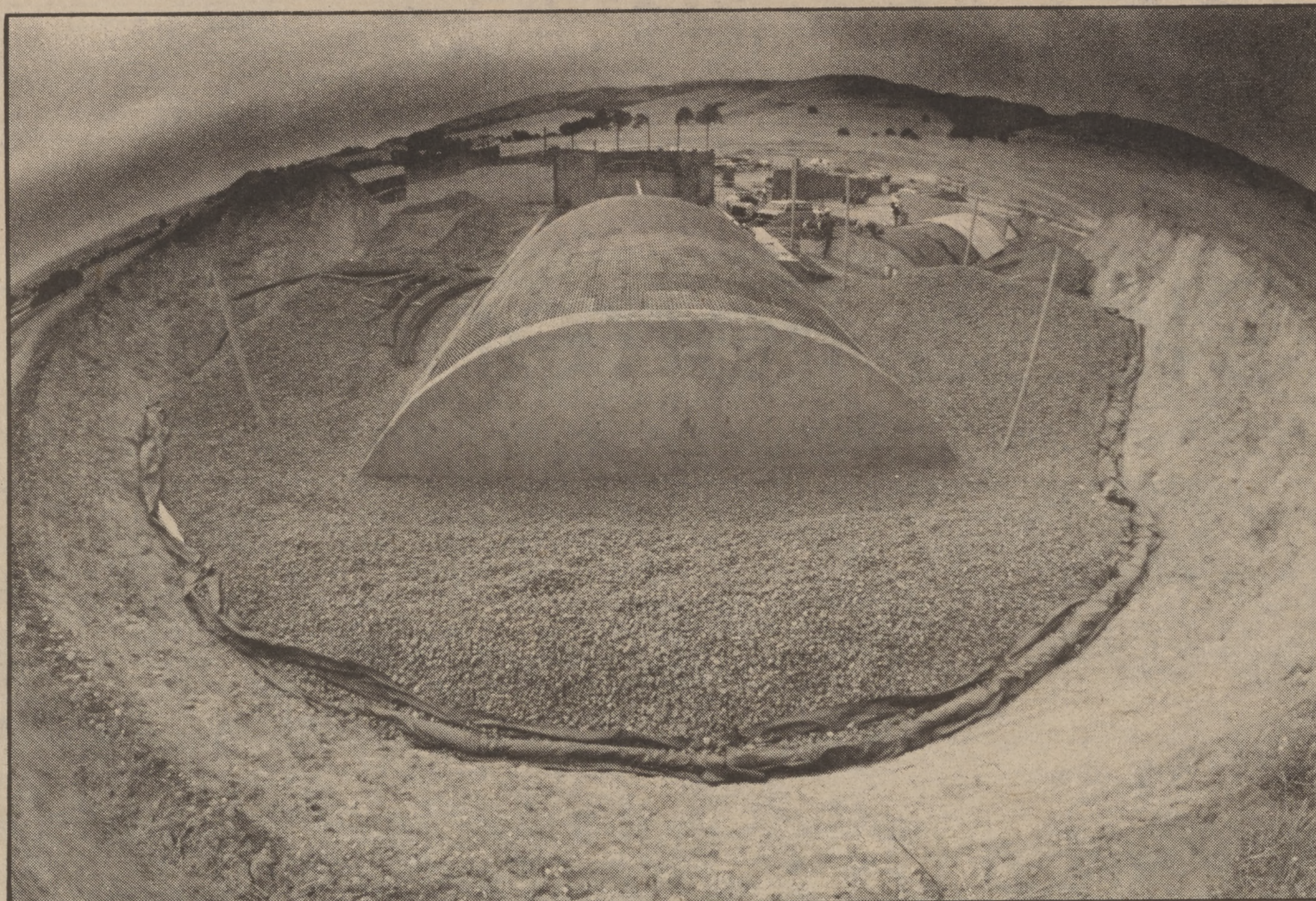


Photo by Richard Ammon

MOON-LIKE CRATER is the impression this photo gives at the current construction site of Sonoma Valley's new champagne cellars. Workers have dug into the hillsides and inserted the forms which will produce the caves of Gloria Ferrer Freixenet.



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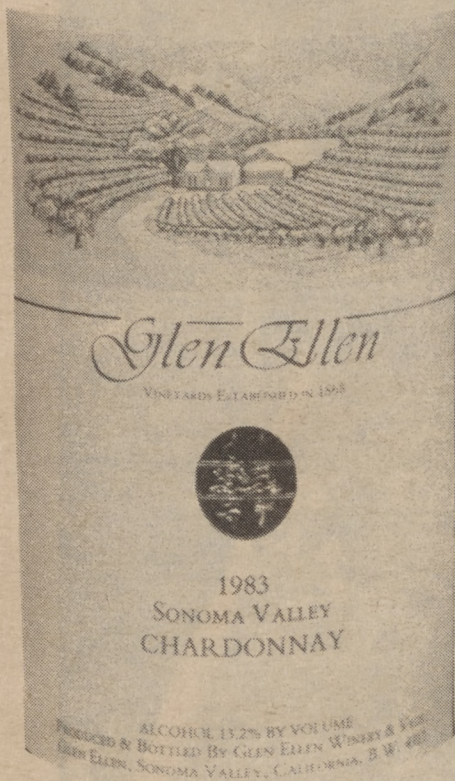
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Glen Ellen

A veritable family zoo that bustles with big success and award-winning wines



By **JOHN LYNCH**
I-T Managing Editor

"I would like to live long enough to see my grandchildren in the business before I bite the dust."

Bruno Benziger, owner of Glen Ellen Winery, isn't kidding. He, and his wife, Helen, love their family and the business they've helped turn into a virtual overnight success since coming to California from New York about five years ago.

As he put it, "After five years we're still in one piece." And how.

One of the most successful newer wineries in Sonoma Valley, the Benzigers, six out of seven children, plus spouses and offspring, virtually all reside on the rustic family ranch, snug in a scenic little valley of steep vineyards, madrones and oaks off London Ranch Road.

"And," Benziger proudly adds, "we're bringing new (family) members into the business in that those who were children are now adults. Not only are they working on the ranch but selling and merchandising the products."

THE BENZIGER bunch consists of: Mike, 33, the winemaker; Joey, 30, assistant winemaker; Jerry, 26, vineyard foreman; Bobby, 32, and Christopher, 21, sales; Kathy, 18, office/computer operations. Mike's wife, Mary, is sales coordinator and Joey's wife, Diane, is the bookkeeper. The grandchildren, so far, include Mary and Mike's

Turn to 4



THE BENZIGER BUNCH—Top row: Helen and Bruno; 2nd row: Mary, Mike, Erinn, Buck; Diane, Joey and Kelly. 3rd row: Kathy, Chris and Jerry. Bottom row: Michael, Chris, Bob, Kathy; Patsy and Tim.

Glen Ellen

Continued from 3

daughter and son, Erinn and Bucky; Diane and Joey's daughter, Kelly; and the two sons of Bobby and his wife, Kathy, Michael and Chris.

Given this lineup and the beehive confusion that invariably reigns there, Benziger is not kidding when he declares that his wife, Helen, is the "camp psychiatrist." Loving and unequalled in patience, Helen somehow manages to cook, consult, soothe and be the official ranch host—the proverbial glue that holds the family together.

"And don't forget me, I'm Sanitation Engineer No. 1," cracks Bruno, the oft wild family-patriarch whose ability at having fun is legendary.

But Benziger is also a very shrewd, serious businessman. His marketing skills, cultivated during a more than 30 year association with the prominent New York wine and spirits importation firm, Park, Benziger & Co., helped thrust Glen Ellen Winery into instant respectability on the California wine market.

SUCH RESPECT is growing, as witnessed not only by the incredible amount of medals the winery is winning at wine competitions, but

in the number of new, out of state markets it has secured. "We're very happy about that," says Benziger, "and we're very happy with the sales this year."

The key to their success, he explains, has been in satisfying the customer who wants to purchase an "affordable, premium wine." This refers to Glen Ellen's Proprietor's Reserve series (Cabernet Sauvignon, Chardonnay, plus red and white table wines). "The bread and butter for the foreseeable future is affordable wines, because that's what the customer wants," asserts Benziger.

Glen Ellen's highly successful premium varietals are estate bottled Cabernet, Sauvignon Blanc and Chardonnay.

Glen Ellen also produces from time to time some other varietals, often available only at the winery, which have also reaped medals at wine judgments. Among them are Merlot, Pinot Blanc, Zinfandel and Muscat Canelli.

In a relatively short production period (three years) Glen Ellen has managed to win two Sweepstakes Awards (Sonoma County Harvest and Riverside Co. fair), runner-up Sweepstakes (also Sonoma Co. Harvest Fair), plus 14 gold medals, 19 silvers and 11 bronze medals. This year, Glen Ellen entered 14 wines in the Orange County Fair



Photo by John Lynch

ALL IN THE FAMILY AT GLEN ELLEN

The Benzigers and vineyard staff picking Cabernet grapes last year at their estate vineyard above the winery off London Ranch Road.

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'We do have a number of very good people who work for us who we can't name by name because we eventually want to change their name to Benziger'

Commercial Wine Competition and walked off with 12 medals!

WHAT'S the secret? "We take great pains in attempting to put together a well-made wine," he replies. "In the case of our Proprietor's series—which is getting a fair amount of recognition—it's the constant blending for a consistent taste and quality."

Quality grapes, he agrees, are important, but, "It's only one component. The crews that actually make and blend the wine is as important."

The grapes used to produce Glen Ellen's premium varietal wines are made from virtually all Sonoma Valley or Sonoma County grapes, including those grown in some 190 acres of estate vineyards here. In the case of the Proprietor's series, the Cabernet is 100 percent Sonoma County grapes, while the Chardonnay contains a percentage of fruit purchased from outside the county.

Benziger says they do business with pretty much the same growers year after year. "When you're satisfied with other people's grapes, you stick with it. We make them (growers) part of the family," he says.

NEW developments at Glen Ellen Winery include the introduction of back labels on bottles. The winery commissioned local artist Jan Haraszthy, great grandfather of Agoston Haraszthy, (hailed as the "Father of California Viticulture") to develop the series of 96 labels, depicting the colorful scenery, points of interest and sometimes whimsical tales connected with Glen Ellen Winery and Vineyards. (A classic is the legend of some gold coins being pilfered by rats from an attic which were then strewn by the rodents all over the ranch vineyards).

The opening of an informal tasting room is a fairly recent addition. Says Benziger, "It's an important

adjunct to the business for two reasons: 1. as a source of income; 2. in creating an image we would like to portray, that of the tremendous mountain vineyards and family business."

"Family" is the key, even if the last name isn't Benziger. "We do have a number of very good, loyal people who work us who we can't name by name because we eventually want them to change their name to Benziger," says Bruno, with a sly grin. "It's a joke, but it isn't a joke."

What about the seventh Benziger, 29 year old Patsy, the only member of the family who *isn't* involved in the wine business? "We're trying to talk her and her husband into coming out here," Benziger states matter-of-factly. Patsy lives in New York where she works as a nurse. Husband Tim is in marketing and would fit in nicely at Glen Ellen, according to his father-in-law.

ACTIVITY on the ranch property dates back to the 1860s and 70s. Records indicate that in 1870 some 30,000 gallons of wine and 3,000 gallons of brandy were produced by ranch proprietor, Julius Wegner, who turned out a popular and expensive Zinfandel. The ranch was said to have become a stylish resort in the early 1900s, then known as "Wegnerville."

Before Prohibition Wegnerville at one time had its own church, dance hall, resort facilities and, of course, winery.

On a hilltop overlooking the vineyards of Glen Ellen Winery, an eccentric former owner of the property erected an ivory white, Parthenon-like structure, much like the Doric temple of Athena built on Athens' ancient Acropolis. Today it remains, glistening like translucent mother-of-pearl in the late afternoon sunlight.

The tasting room at Glen Ellen Winery is open daily 10 a.m. to 4 p.m. For more information call 996-1066.

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GLEN ELLLEN
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Grand Cru

A love of farming, winemaking attracted Dreyers to wine business

By **PERRIN WESTON**
I-T Staff Writer

Grand Cru Vineyards owes its beginnings to a French cheese and butter merchant who decided to move his family away from their San Francisco home to the more sedate environment of Glen Ellen.

The Frenchman planted grapevines in 1882 and by 1886 he had built a small winery and a home.

Parts of the original winery are still in use and some of the grapevines planted by Francois Lemoine, although nonproductive, are still growing.

The Lemoine property has been bought and sold several times since the turn of the century. In 1970, the vineyard was purchased by Allen Ferrera and winemaker Bob Magnani who named their winery, Grand Cru Vineyards.

In 1981, Grand Cru was sold to its current owners, Walter and Bettina Dreyer. Before the year was out, Dreyer had doubled the



production capacity of his small operation to 50,000 cases. Grand Cru is now producing 60,000 cases per year. Magnani has remained with Grand Cru as its master winemaker.

WALTER DREYER is president this year of the Sonoma Valley Vintners Association, an organization encompassing 24 wineries in the valley. Although he had no commercial experience in wine production prior to purchasing Grand Cru, Dreyer said he and his wife have been home winemakers for 15 years.

"I purchased Grand Cru for three reasons," Dreyer commented in his office, tucked away behind Grand Cru's A-frame tasting room, built atop old concrete fermenting tanks.

"There is a lot of farming in my family and in my own past. I'm most experienced with row crops, in which you change the crop depending on what has the best market that year. I have a temperament to tolerate farming risks.

"I have past experiences in a consumer product area that was different from winemaking, but not very different. I was a manager with Orowheat Bread Bakery for 20 years. The needs of management for a winery are similar to that of a bakery. Premium ingredients, packaging and producing a good consumer product are important to both.

"The third reason we decided to purchase Grand Cru is that my wife and I enjoy winemaking."

Dreyer doesn't see wine produc-

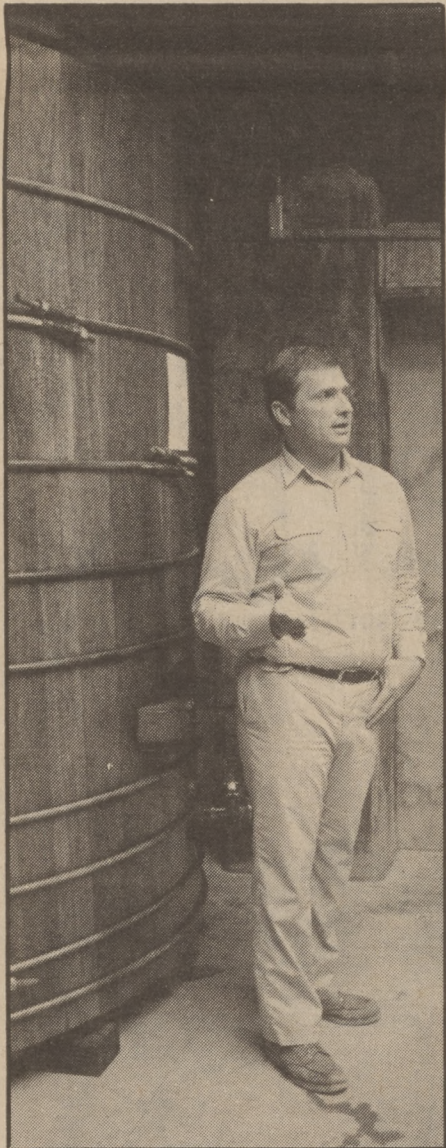


Photo by Perrin Weston
OWNER WALTER DREYER
Likes challenges of farming

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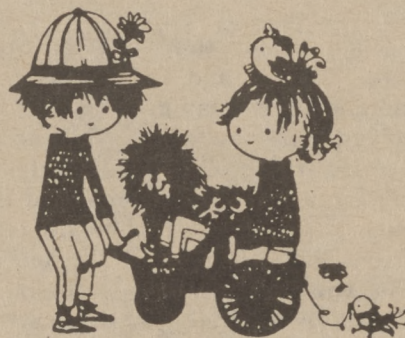
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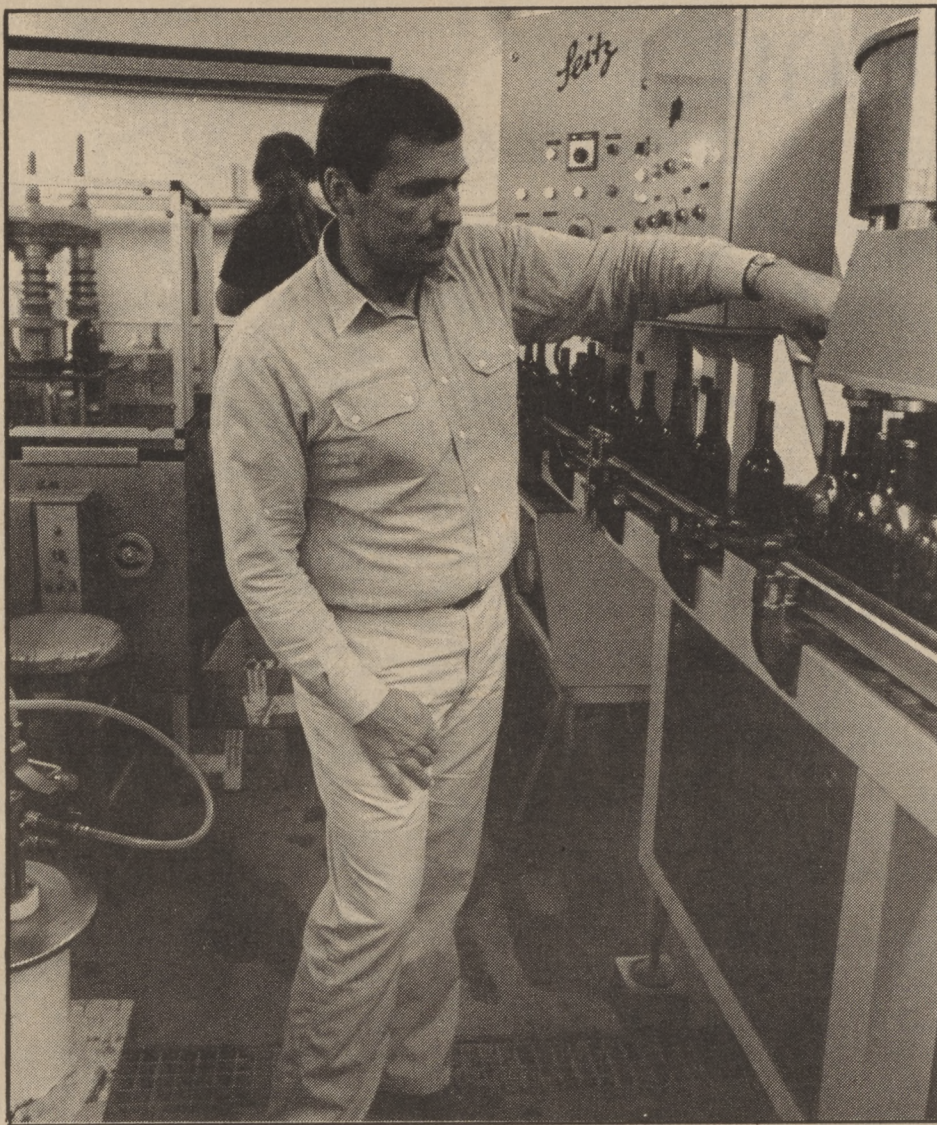


Photo by Perrin Weston

GRAND CRU'S DREYER ON BOTTLING LINE

'If we diverted attention to... Chardonnay, something would give'

tion as being the largest problem confronting businesses in the wine industry.

"The key leverage point of being a successful vineyardist is selling the wine," he stressed. "Nearly anyone can make wine. The key is getting it on the shelf and selling it. That involves a lot of marketing skills."

GRAND CRU produces three varietals of white wine and two red varietals. The winery is particularly well known for its Gewurztraminer. The other varietals are Dry Chenin Blanc, Sauvignon Blanc, Cabernet Sauvignon and Zinfandel. Grand Cru produces no Chardonnay, which, Dreyer observes, is unusual for a small winery.

"Chardonnay is very popular with small operations because it's easiest to sell," he said. "But for us to produce another varietal would take additional space (and equipment)."

"I'm most concerned with problems involved with directing the attention of the winemaking staff away from what we have now. We work with five people. If we diverted attention to producing Chardonnay, something would give."

Grand Cru does not produce any of its own wine grapes. Dreyer said grapes are obtained from Sonoma Valley, Russian River Valley and Clarksburg, in the Sacramento Delta.

"We have an old vineyard," he commented. "Some of the vines are more than 100-years-old. Most of those vines have been taken out and we plan to replant next year. If we do plant in 1986, the first (usable) crop would be available in 1990. With only 40-acres, that means the crop would supply less than 10 percent of our annual product."

Dreyer said Grand Cru wines are marketed in 46 states. More than half is sold outside of California, he said. As president of the Vintners Association, and owner of his own vineyard, Dreyer said, "My primary focus is to promote the quality aspect of Sonoma Valley wines and grapes wherever possible. This winery is not a hobby for me and my wife. We want this to be a successful small business."

The tasting room at Grand Cru is open daily, 10 a.m. to 5 p.m. For more information phone 996-8100.

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Gundlach-Bundschu

Serious winemaking in an informal atmosphere on Vineburg's Rhinefarm



BY JOAN CASSERLY
I-T Staff Writer

Gundlach-Bundschu Winery has all the necessary ingredients to be the "snob haven" of the Sonoma Valley.

There's the history, which dates back to 1858 and includes five generations of family wine making.

There are the high quality wines, which have netted the winery numerous medals, awards and media coverage.

Though thoroughly renovated and expanded, the rustic, noble-looking winery facility, located on a scenic east Sonoma Valley hillside off Denmark Street in Vineburg, is one of the oldest in the state.

Yet, even with the history, the awards, the involvement in a business which is often perceived as stuffed-shirt and elitist, the atmosphere of Gundlach-Bundschu defies all stereotypes.

In fact, a casual, relaxed atmosphere reigns at this particular Sonoma Valley winery.

"The whole image of wine is very snotty," Lance Cutler admits. "We offer informality."

CUTLER, WHO has served as the Gundlach-Bundschu winemaker for seven years, sums up the prevailing philosophy of the winery, "We are very serious about wine making," he says, "But we are not very serious about wine drinking."

Cutler uses himself as an example. On one recent hot, sticky Wednesday afternoon, Cutler was up to his elbows in grease, se-



Photo by Richard Ammon

ALL HANDS ARE FULL at Gundlach-Bundschu Winery—The crew, from left: Marcelo Hernandez, Jr., cellar crew; Jim Farnkopf, cellarmaster; Jim Bundschu, owner; Bill Slattery, cellar crew; Lance Cutler, winemaker; Katie Quinn, oenologist.

riously concentrating on repairing a pump.

Cutler admits it isn't necessarily standard practice for a winemaker to get into the mechanical end of the business. And at the same time, he admits that Gundlach-Bundschu Winery is not a run-of-the-mill winery.

"Everyone here has to know how to do everything," he explains. "Our enologist drives the forklift."

Much of the success of Gundlach-Bundschu Winery, Cutler said, can be attributed to the positive, congenial atmosphere.

"WE ARE all like family," he insists.

Crew members include Marcello Hernandez, Jr., Jim Farnkopf, Katie Quinn, Jane Leach, Sandy Cutler and Bill Slattery, as well as owner Jim Bundschu.

Asked why he joined the Gundlach-Bundschu family, Slattery quips, "I was drinking so much of

their wine, they HAD to let me on their crew."

Enologist Quinn said she joined the "family" when she "grew tired of working with toxic waste and decided it would be better to use my chemistry knowledge working with wine."

"Yes, this is a casual, family type atmosphere," she continued, "but when it comes to making wine, we are serious. . .we don't take short cuts."

THE GUNDLACH-Bundschu "family" grows 95 percent of its grapes, at three sites in the Valley.

Their white wines tend to be "fruity, crisp and on the dry side, while the reds are rich and powerful in fruit and accented in oak," the personable winemaker explained. Gundlach-Bundschu, in line with its nonconformity, produces 60-70 percent red wine.

Varietals produced include Pinot Noir, Zinfandel, Gewurztraminer,

Riesling, Kleinberger, Merlot, Chardonnay and Cabernet.

THE DISTINCTIVE personalities of the employees manifest themselves through the innovative approach the winery takes in promoting itself.

A recent advertisement for the winery depicts a law enforcement officer who stops a motorist for erratic driving. To pass a sobriety test, the driver must say "Gundlach-Bundschu Gewurztraminer."

Also, the corks in Gundlach-Bundschu wines feature fortunes.

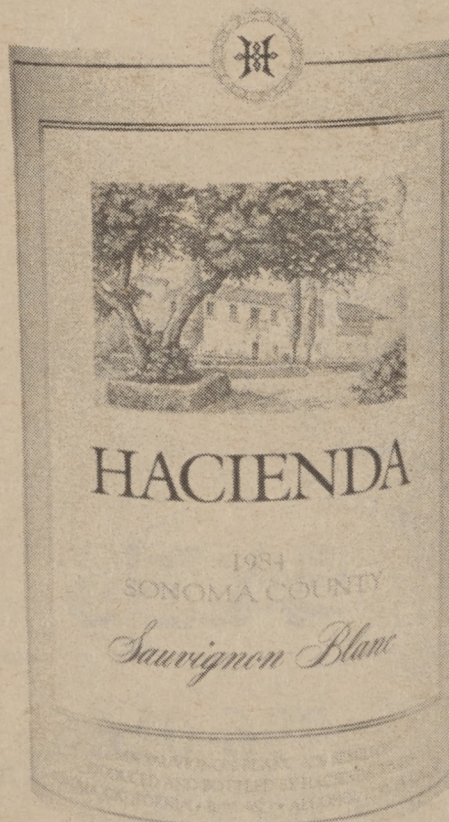
And, at official wine tasting functions, the Gundlach-Bundschu personnel wear their "time-for-wine" hats which are fully equipped with actual clocks on the top.

"Sure, we take risks," Cutler states. "But we're having an awful lot of fun."

The tasting room is open daily, 11 a.m. to 4:30 p.m. For more information phone 938-5277.

Hacienda

A commitment to 'fine-tuning' an already established excellence



By JACKIE KRAMER
I-T Guest Writer

A tradition of excellence, the skills of veteran winemaker Steven MacRostie, a winery building wedded to the history of Sonoma Valley, and a blend of the best grapes from a variety of vineyards all play a part in the success of Hacienda Winery of Sonoma.

It was at Hacienda, in fact, that a record early crush took place this year on Aug. 7. In a roller-coaster ripening process, the winery suddenly had to gear up to crush 3,000 tons of Sauvignon Blanc grapes from the 60-acre Cloverdale ranch of Hacienda's owner, Crawford Cooley.

"It was an all-time early crush record for us," MacRostie exclaimed. "It's a very warm area there with very little fog. This, coupled with the fact that there was a small crop and high temperatures this season, combined to bring the grapes in so early."

Sauvignon Blanc, in fact, remains the winemaker's personal favorite of the eight varieties produced by the winery. The 1983 and 1984 Sauvignon Blanc wines have already brought home top awards, including a gold medal for the 1983 varietal at the prestigious Orange County Fair and a bronze from the San Jose Mercury News competition. The 1984 took a silver in the San Diego National Wine

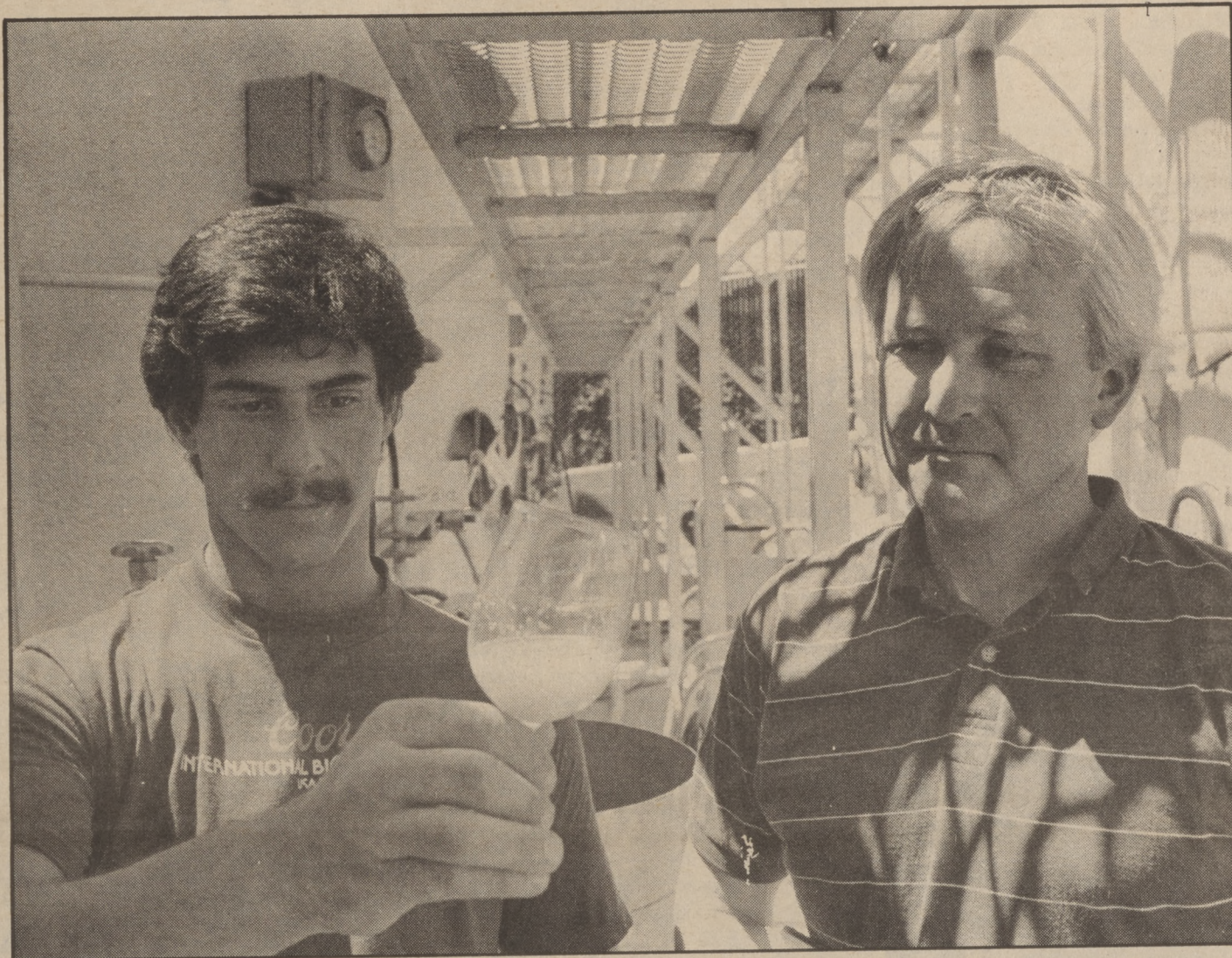


Photo by Richard Ammon

THE AWARD-WINNING WINE TEAM

Hacienda's assistant winemaker Bill Rebich and winemaker Steve MacRostie

Competition and a gold in the Les Amis Du Vin.

These are only a few of the 28 awards, however, that Hacienda has received in 1984 and 1985. The total includes five gold medals, seven silver and 16 bronze. Wines produced include Vintage Red, Zinfandel, Pinot Noir and Cabernet Sauvignon (reds); and Dry Chenin Blanc, Gewurztraminer, Chardonnay and Sauvignon Blanc (whites).

THE WINERY produced 20,000 cases last year and expects to produce approximately the same number in 1985. This is nearly three times 1977's production figure, and reaches a personal goal set eight years ago by new owner Cooley shortly after he took over ownership of the winery.

Winemaker and firm part-owner MacRostie anticipates a good crop in 1985. "Grapes will be of good quality, I think," he predicts. "Generally speaking, it's going to be a very early year, with a light crop." He anticipated harvesting

the first crop of white wine grapes during the last week of August.

Hacienda purchases most of the grapes for its wines either in Sonoma Valley or at various locations within the county. Thirty percent are estate grown on the 45-acre vineyard at Hacienda.

MAC ROSTIE is proud of the wines produced by Hacienda, and of his staff, which includes assistance winemaker Bill Rebich, who has been with the winery for the past two years.

Although Hacienda continually upgrades equipment, "we're staying small, and will remain dedicated to producing wines of fair breadth in this scope, blends from different vineyards in the county," MacRostie explains.

"We're looking for excellence, a blend-up in quality, and we're very watchful of the microclimates in which grapes grow. I think the frontier in winemaking in 10 years will be in finding vineyards well-matched to these microclimates. I'm trying to do that now."

Hacienda continues to expand and refine its procedures, although MacRostie takes pride in the fact that "we're producing fine wines now. We've learned over the years to make good wines. Now we're simply fine-tuning this process."

Part of this "fine-tuning" involves the design of a new label for the Sonoma firm by noted wine industry label designer, Sebastian Titus.

"We wanted to create a look for our wines to match the product inside the bottle," the veteran winemaker explained. "We wanted to achieve a more sophisticated, elegant look for the subtly blended wines we produce."

THIS CONTINUAL refinement in winemaking recently involved purchasing a new 10-ton capacity tank press (1984). It operates on the principle of an inflated membrane which provides a gentle press, minimizing the harsh extraction process. The firm also recently purchased 200 additional

Hacienda

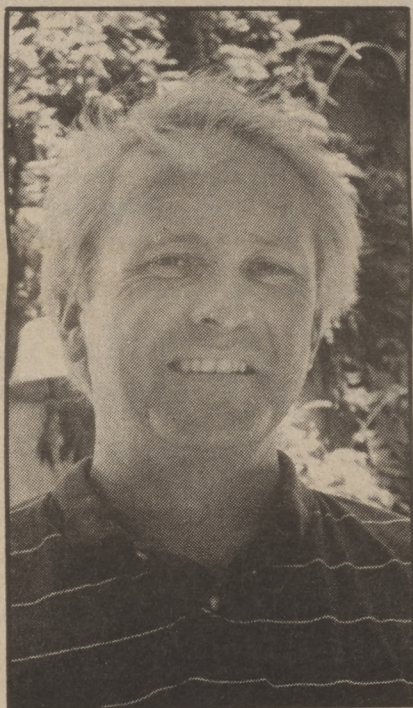
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French oak barrels. There is an emphasis at this winery on obtaining the best wood possible for the all-important aging process.

Hacienda must be doing something right, because their premium wine sales are up substantially. California continues to provide the best market for this firm, and the winemaker is optimistic about the future of quality wines within the industry.

"There are strong tonnage prices on Cabernet Sauvignon grapes now, even a shortage of the very best," he noted. Chardonnay and Sauvignon Blanc prices remain soft, however.

The Hacienda vice-president and winemaker, who is past-president of the 24-member Sonoma Valley Vintners Association and a member of its executive board, feels the outlook for premium wine sales is good. He is not as opti-



WINEMASTER MACROSTIE
Sees strong Cabernet prices

mistic about the future of generic wines.

"Let's put it this way," he said dryly. "There is an ample supply of these wines on the market and sales are not commensurate with that supply. I guess you could say fairly that there is a general flat sales growth for wine products across the board."

He feels it's still too early to tell whether or not the Wine Marketing Order passed by growers and vintners in August 1984 to promote the sale of California wines will be successful.

He did note, however, that "I think they've already come up with some very good ideas, like having Julia Child promote California wines. She's a respected voice in both food and wine circles."

Even Julia Child, whom many consider to be the last word in haute cuisine, might enjoy picnic on the grounds of the winery. Hacienda provides a special ambience for visitors where it's possible to enjoy both food and wine. There are rustic picnic benches atop a knoll near the historic winery building where one can enjoy a picnic lunch as well as a view of the lake and the acres of grapevines.

WINES by the bottle are available at the tasting room to complement an Indian Summer picnic, and a gift shop in the tasting room offers attractive and tasteful items for those who would like to take home a very special souvenir from the wine country.

Hacienda Wine Cellars is picturesquely located at 1000 Vineyard Lane in Sonoma, a private road extension of Castle Road only a mile-and-a-half from the Plaza.

First-time visitors may not realize that the winery building itself has a colorful history. Built in 1926 by the State of California, it was first used as an infirmary for delinquent girls. It later became Sonoma Valley District Hospital, and eventually a convalescent hospital.

The property was purchased in 1940 by former United Press International (UPI) board chairman and president Frank H. Bartholomew. He refurbished the old Haraszthy Cellars next door at Buena Vista Winery in 1942, operating them until 1968. Hacienda's first grapes were crushed in 1973. Present owner Crawford Cooley took over the winery in 1977, guiding it to its present success.

Visitors who would like to enjoy sampling Hacienda's fine wines may visit the tasting room, open daily from 10 a.m. until 5 p.m. It is closed only on New Year's Day, Easter, Thanksgiving and Christmas. •



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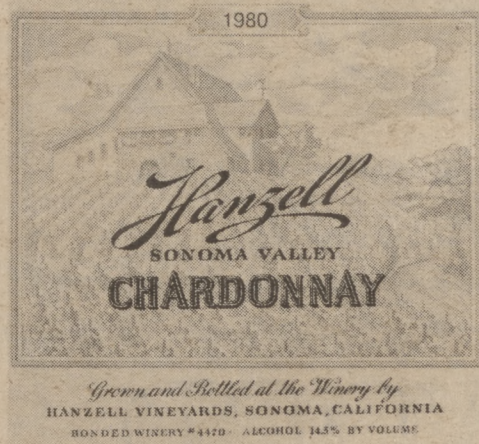
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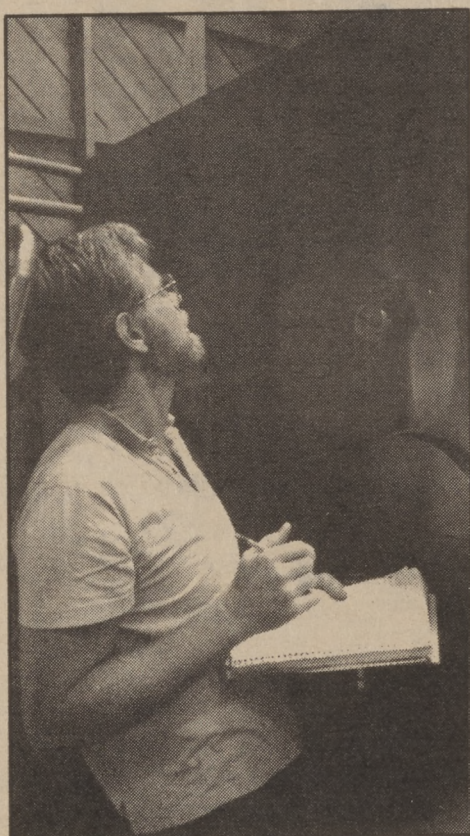
The prestigious Burgundy winery introduces its first Bordeaux



By ROSE MURPHY
I-T Guest Writer

The winery that revolutionized California winemaking techniques back in the 50's is now 28 years old. Hanzell Vineyards, a French-style chateau in the hills above Sonoma, still makes and sells its prestigious wines far from the hectic marketplace of most small wineries.

As every serious wine student knows, James D. Zellerbach, financier and a U.S. ambassador to Italy, started Hanzell Vineyards in 1952 — naming it after his wife Hana and his own family name. Zellerbach did a daring thing: he imported barrels from France instead of using the American oak barrels for aging. Very quickly his wines became known for an elu-



WINEMAKER BOB SESSIONS
Checks fermenters

sive but unmistakable French quality. More and more California winemakers followed his lead. Today it's an accepted fact that subtle French oak tones add a certain finesse to California wines.

In its usual quiet style Hanzell will release its first Cabernet Sauvignon this fall, a new addition to the traditional Pinot Noir and Chardonnay offerings. All Hanzell wines are marketed unobtrusively, to a mailing list of faithful customers and to selected stores and restaurants.

As the winery adds Cabernet Sauvignon to its established Burgundy-style wines, there are undoubtedly a few Pinot Noir purists who see some inconsistencies in the plan, who might think that Hanzell has broken with some sacred tradition.

But Hanzell winemaker Bob Sessions feels that adding Cabernet Sauvignon is a natural evolution for the winery. "We still have the same philosophy of quality ... we have no problem with a little diversity ... actually, many of our customers have been asking about the release, they're looking forward to it."

THE CABERNET vineyards were planted in 1975 by present owner Barbara de Brye; (she resides in France most of the year with her banker husband, Jacques). In addition to the Cabernet plantings, Hanzell has put in some experimental vineyards of Cabernet Franc, Merlot, Petite Verdot and Malbec. With the possible exception of Merlot, these are not familiar names to American wine drinkers. But traditionally they have been added — in small amounts and varying combinations — to Cabernet Sauvignon. Touches of such varieties — particularly Merlot and Cabernet Franc — can add a desirable softness and complexity.

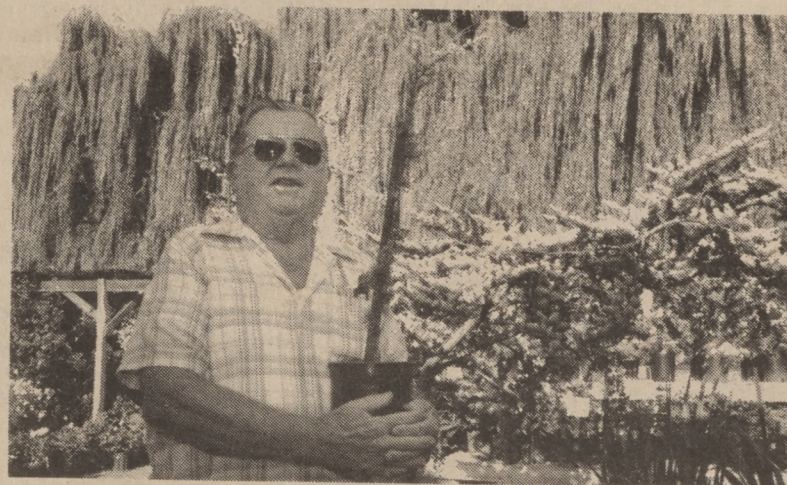
Although Hanzell's fall release is 100 percent Cabernet Sauvignon, future vintages may contain dashes of Cabernet Franc and Merlot. "The French aren't nearly as varietal-conscious as we are," Sessions notes. "Every Bordeaux winery might blend differently, depending on what they have and what appeals to them."

Hanzell's first Cabernet release consists of just 170 cases of the 1980 vintage. In the coming years,

Turn to 12

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Hanzell

Continued from 11



SESSIONS AT WORK IN WINERY

'The main ingredient in quality wines is in farming techniques'

from 500 to 600 cases could be produced.

But whether the vineyards yield Cabernet, Pinot Noir or Chardonnay, Sessions is convinced that Hanzell's continuing success lies in something other than the status of introducing French oak into California. "The main ingredient in quality wines is in farming techniques," Sessions emphasizes. "We have our hills here, we know we have good soil ... and we farm for low yield, never quantity."

THIS YEAR Sessions' small crew (supplemented by friends) encountered smaller Chardonnay berries than usual, which meant extra attention and care in extracting the juice. "We have fewer tons of grapes this year," Sessions explains, "but the other side of that fact is that the intensity of the fruit will be good."

Heat during the setting season last spring and a little rain provide some explanation as to the smaller yields, Sessions believes. When asked for his prediction on the 1985 vintage, Sessions hesitates. "I know that people are quick to say that any year is good ... but all the indicators are there, that 1985 will be a year of particularly good and intense fruit ... that makes for good wine."

Sessions gives some impressions of Hanzell's releases this fall: "I think our new Cabernet (1981) is well-balanced ... I like the combination of fruit, wood and tannin. But what I like best is the good Cabernet character ... that's what

you hope for when you plant a new vineyard ... it's a rich wine, I think it will smooth out well ... and that it can easily be around for 15 to 20 years."

About the 1983 Chardonnay: "This wine comes from a fairly cool growing season ... I think it is in the style of big, rich Chardonnay varietals." Sessions adds stems to the Chardonnay, noting that "it helps in pressing, permitting 'channels' to the grape mass ... it adds some varietal character ... and also, I think it adds a little bit of tannin, which makes for a longer-lasting Chardonnay."

SOME CHARDONNAYS offer good drinkability up to 15 years, Sessions says. "We have a '65 Chardonnay that's still going strong ... most of our Chardonnays are easily good for six years or so ... even up to eight or ten."

And a comment on the 1981 Pinot Noir: "It's an immediately attractive wine, I think ... it has a very fresh and straight-forward varietal appeal ... it has had two years in the barrel and more than a year of bottle age."

Obviously Hanzell Vineyards does not include growth as one of its goals; size does not fit into the scheme of things. "In 1975 we produced 800 cases," Sessions explains, "now we are at 2,500 cases and I think that's maximum ... that's where we want to remain."

He adds: "But we can never take things for granted ... we work hard at producing wines of quality."

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Haywood

Where the magnificent lands of Chamizal 'tell us what we can do'

By **PAT SUMMERS**
I-T Guest Writer

Those who visit Sonoma Valley are fortunate; those who live here are blessed. I am lucky enough to live in what is not only one of the most beautiful spots in the Valley, but in California.

When I come or go I pass through an intimate valley northeast of Schocken Hill where the vineyards of Chamizal grow. Hand built stone walls meander along the narrow country road and rows of well-tended grape vines rise and fall with the swells and dips of the land. Like giant staircases, terraces wrap neatly around the hills that divide Chamizal from the greater Sonoma Valley.

I frequently remind myself that it was Peter Haywood, a successful builder ready to take up the agrarian life of a vineyardist, rather than a developer anxious to build condominiums, who purchased this lovely valley in 1974.

The Haywood family left a Mill Valley home to reside in a quaint cottage on their Sonoma Valley property in the mid 1970's. It, like

all they've built and grown has style and character. Their small stone winery, Haywood Winery, and recently opened tasting room, are a functional compliment to the natural surroundings. Crafted to become a part of the hillside at

Chamizal's entrance, the buildings blend with the area's many mammoth outcroppings of stone.

HAYWOOD has managed the layout and development of his vineyard like a sculptor. "Because of the ruggedness of the mountains, working this special land is a privilege," he says. "The land tells us what we can do. We simply

help it along."

With vineyard manager Dennis Bowker and crew, he has expertly matched varietal grapes with the varied climates and terrain of Chamizal.

The valley's floor is protected by encircling ridges making a sunny warm spot perfectly suited for growing excellent Cabernet Sau-

Turn to 14

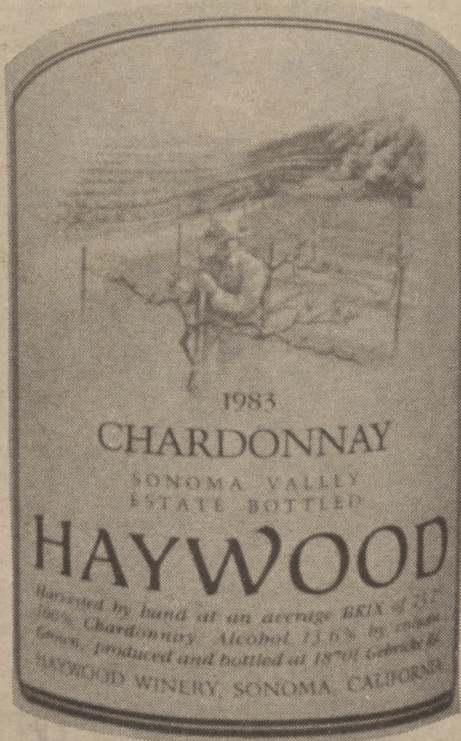


Photo by John Lynch

ROLLING OUT THE (WINE) BARRELS
Sara Sullivan, cellar worker and assistant office manager at Haywood

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Haywood

Continued from 13

vingnon, explains Bowker. A slightly higher area tucked beneath the lower reaches of the southern ridge with light breezes and cooler afternoons makes a great home for White Riesling. Sun-loving Zinfandel is grown on a northerly ridge whose terraced slopes catch every ray of sunshine from sunup to sundown. Chardonnay, Chamizal's largest varietal acreage, was planted south of the Zinfandel on the north side of Schocken Hill which catches fresh Pacific breezes.

To prepare for planting, Haywood Winery crews cleared "chamizal", translated "thickets of hardwood", from which the ranch took its name, for nearly two years. Rocky shallow soils had to be in some cases jackhammered and blasted to provide a foothold for vines and escape route for water.

Only the hardiest plants survive such rigors to achieve maturity. The result: "sparing crops of intensely flavored fruit that consistently produce our award-winning estate grown wines," emphasizes Haywood.

The Haywood Winery's recently released 1984 White Riesling has already joined its growing list of gold, silver, and bronze medals, having won a gold in the 1985 San Francisco competition. "The 1984 is both fruity and crisp, an ideal accompaniment for food and pleasant for just sipping," comments winemaker Charles Tolbert. "It is wine in perfect balance."

THE RANCH'S first bottle of wine, a memento resting quietly now in Haywood's wine library, wasn't however, produced under Tolbert's guidance. "In 1977 my daughter, Maria, and I crushed a quarter ton of our first Gewurztraminer crop by hand through a stainless steel screen," Haywood recalls, smiling. "We fermented the pitifully small amount of juice that resulted in a five gallon glass water cooler jug. It later went through a second fermentation and all of the bottles exploded," he chuckles. "I managed to save only one, which I judiciously recorked and propped upright in my wine cellar."

Undaunted, he persisted, entertaining the notion that a quality commercial producer would someday realize the full potential of the superior, if low yield, grapes. "When I entered the commercial wine making business I asked someone with a little more experienced than I to become the winemaker," he now jokes.

A winemaker with both vineyard



Photo by John Lynch

THE HAYWOOD CREW—From left: Laura Erickson, office manager; Sara Sullivan, assistant office manager/cellar worker; Peter Haywood, owner; Alan Haywood, cellar worker; Dennis Bowker, vineyard manager; Javier Velasquez, vineyard foreman; Charlie Tolbert, winemaker.

'Because of the ruggedness of the mountain, working this special land is a privilege. The land tells us what we can do. We simply help it along.'

and winery experience, trained in the old world craft as well as state-of-the-art winemaking techniques, Tolbert joined the operation in 1980. He believes that the key to truly fine wine is achieving balance of the wine's many components.

Producing a superior product is only the first step in bringing wine to the consumer, however. During the mid-70's a small winery could expect its entire production to be sold out several months following release of a particular varietal, according to Haywood. This seldom occurs today for most wineries, regardless of size.

"MARKETING has become a critical issue," he stresses. "As a result we're becoming innovative in our marketing approaches. We spend more time on the road, and we use graphic aids in our point of sale material.

"Many wineries are opening tasting rooms and you see a num-

ber of less expensive, relatively high quality wines with funny names, like our 'Spaghetti Red', on the market. It's an effort to focus attention," he says.

Regional organizations have sprung up to support the industry and direct marketing groups have been organized for streamlining distribution. "The Sonoma County Eastern Wine Tour is an example of what the county association does for promotion. We go on tour once a year to promote Sonoma County as a wine source," Haywood points out.

"The Sonoma Valley Vinters Association is actively promoting Sonoma Valley as a wine source. We have a directional sign program, and we tour other California cities to attract interest in our wines."

In 1984 Haywood Winery began the expansion of its winemaking capacity to 50,000 gallons when Rudy Tulipani, a long time business associate, became a partner. "There is a lot of work to do now

with a harvest of 250 tons and my sons, both Alan and Kevin, work in the winery during the crush," says Haywood.

Alan, a full-time musician, has learned the business from the ground up, and Kevin, recently graduated from Sonoma Valley High and just starting college, is in the process. Seventeen year old Maria, currently very much involved with high school, has been successful as a young horsewoman and has aspirations to become a model.

"I DON'T know what my kids will eventually do, but of course it is a great pleasure to see them involved in the business now. Maybe they will stay," he concludes with the Haywood optimism that created Chamizal Vineyards and the Haywood Winery.

The tasting room is open daily 11 a.m. to 5 p.m. For more information phone 996-4298.

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Kenwood

Where there's a pledge to make world class wines 'that will make Sonoma Valley proud of us'

By **CLAUDIA RIPPEE**
I-T Staff Writer

Kenwood Vineyards is a handsome complex of redwood buildings surrounded by vineyards along Highway 12. Named after the north Valley town it inhabits, Kenwood Vineyards displays structures from the original 1906 winery as well as newer offices and storage warehouses, which have been added as the facility's production has grown over the years.

The old winery was built around the turn of the century by John and Amadeo Pagani, immigrants from Italy. The winery operated until Prohibition, after which the Pagani's heir, Julius, produced and sold bulk wine.

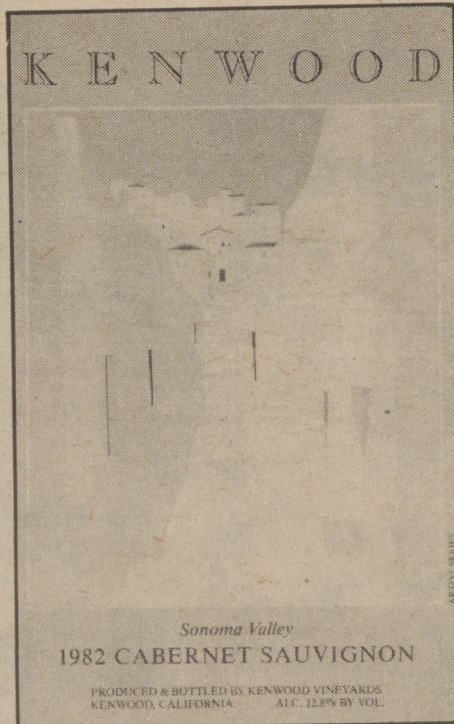
John Sheela, currently vice president and part-owner of Kenwood Vineyards, discovered the property after Julius' death in 1969. He proposed a co-ownership arrangement with his brother-in-laws, Mike and Marty Lee, their father, Martin Lee, Sr. and Neil Knott, and the group bought the acreage in 1970.

The new owners retained the original structure and turned the front into a rustic tasting room. The back of the old building, which is built into a hillside, was modified into a natural aging cellar.

In 1983, a new office complex just west of the tasting room was built to add room for offices, a case-storage warehouse and a wine library to hold the finest Kenwood vintages. In February of 1985, a new warehouse was built. Half is used for barrel storage and the rest is used for case-goods storage. Currently under construction are facilities housing stainless steel holding tanks.

NOW THAT most of the necessary building additions are nearly complete, owners are working on reinforcing the old tasting room which, built in 1906, has no foundation and a leaky roof. The project will take several months to complete, contractors say, so a temporary tasting facility will be established just north of the old one. The temporary room will become a permanent auxiliary after renovation of the original room is complete.

Although the last ten years have



been targeted for growth, the winery's next ten years will see a concerted effort toward further improving the quality of the product.

"I like where we are," says Sheela. "There's a lot of competition in the wine industry. Our 100,000 case per year production level gives us an opportunity to concentrate on improving our quality."

Currently, Kenwood production includes two-thirds white wines to one-third red.

In 1982, Kenwood's Cabernet Sauvignon selection was increased from one to three different bottlings. One selection, called the "Jack London Signature" Cabernet, is made of grapes from the famous author's Beauty Ranch in Glen Ellen, where the vineyards are owned and farmed by London's genial grandnephew, Milo Shepard. There is also a basic Sonoma Valley Cabernet that has Merlot blended into it.

The most visually striking bottle of Cabernet is the Artist's Series selection. It is made of Kenwood's finest Cabernet. The artist series concept, now eight years old, emulates the Bordeaux first growth Chateaux which often commissioned Picasso and other artists to decorate their labels. This year, artist James Harrill from Santa Fe, New Mexico, created a sunny Mediterranean street scene for the just-released 1982 Cabernet Sauvignon.

Continued next page



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SAUVIGNON BLANC, which Kenwood makes by blending grapes of that variety from 11 different Sonoma County vineyards, is the largest selling wine for the vintners. The wine won four gold medals in the most recent of the Orange County Fair wine competitions.

In their effort toward increasing quality of the product, Kenwood staff members are conducting an experiment in the recently acquired Yulupa Vineyard. The 105-acre spread is located at the base of the western Sonoma Valley hillsides along Carriger Road.

Vineyardists have taken budwood from four separate vineyards around the county, the fruit from which produces different styles of wines. These canes have been grafted on to the Yulupa vines. When the experiment is complete, it will be known if four distinctly different wines will be produced in the Yulupa block. Although the results won't be known until the grapes are crushed and the wines are made, the grapes are said to

have already exhibited different sizes, shapes and flavors.

"We're always learning by experience," Sheela emphasizes. "The French learned to deal with their vineyards through hundreds of years. We're still learning California vineyards."

Although the winery produces two table wines (Vintage Red and Vintage White), Kenwood wants to emphasize its production of premium bottlings. "The premium wine market is the fastest growing segment in the wine market. We want to focus on our premium wines, and produce world-class wines in a large market," he states. Further, Sheela says "Sonoma is gaining in name recognition" far and wide. "People are beginning to know about Sonoma Valley wines because Napa Valley is almost planted out to capacity."

Sheela has noticed changes over the years in consumers of wine. "People are drinking wine at a younger age. We see a lot more people aged 25-35 buying wines. They have more disposable in-



Photo by John Lynch

SHEELA IN KENWOOD'S ESTATE RIESLING VINEYARD
'We're always learning by experience'

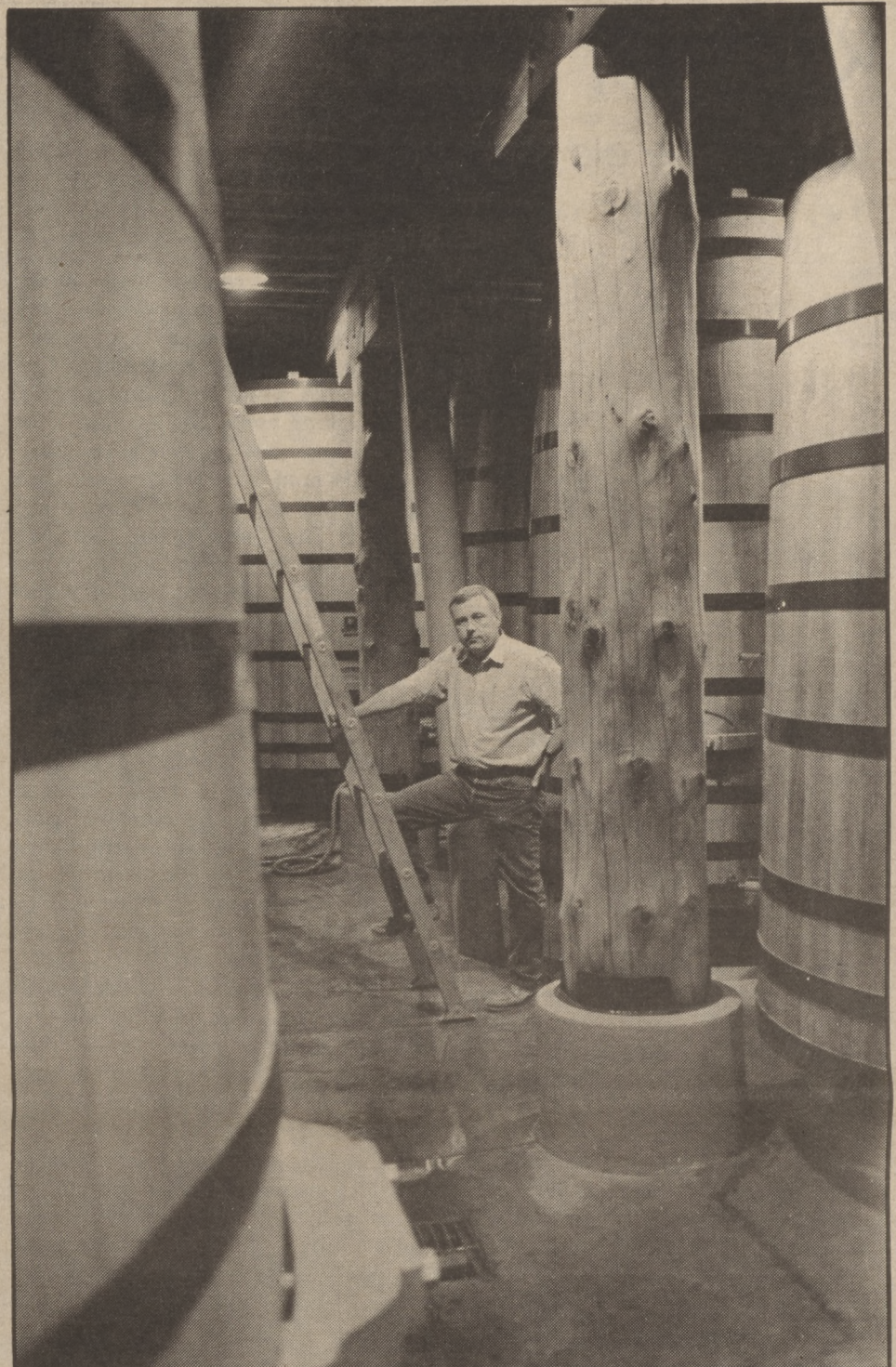


Photo by John Lynch

KENWOOD VICE-PRESIDENT JOHN SHEELA

'The premium wine market is the fastest growing segment...'

come," he observes.

"THE SNOB aspect of wine turns a lot of people off, though. People should be able to have wine with a hamburger and feel more relaxed about it. There isn't anything better to have with a meal than wine," he asserts.

"In the wine industry it's different (than any other). It's a product that is appreciated at a lot of different levels." Consumers change their levels of appreciation, Sheela says, and so there is a market for

all types of wines.

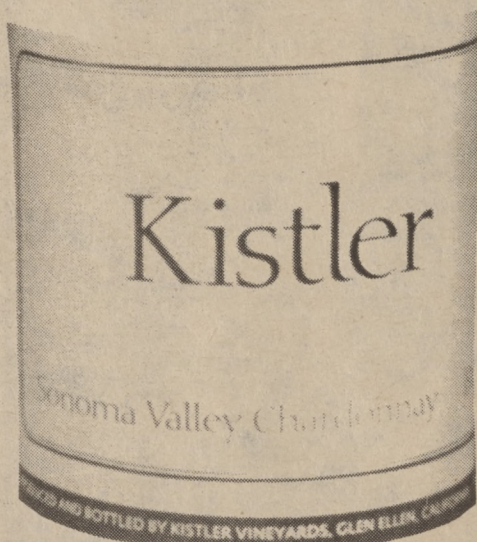
The goals and impetus of Kenwood Vineyards' principals are simply stated in Sheela's words: "We want to create wines that will make Sonoma Valley proud of us."

Mike Lee is Kenwood's winemaker; (Sheela is married to Lee's sister, Liz); Mike's brother, Marty, is in charge of marketing. The rascal cellar crew is comprised of Steve Sullivan, Mark Stupich and Jeff McBride. Vineyard foreman is Jesus Ordaz. Bob Kozlowski serves as a consultant. ●



Kistler

Where 'the elegance is in the simplicity' of making wine



By **STEVEN SERAFINI**
I-T Guest Writer

Steve Kistler's home is his winery and the winery his home. Nestled high and deep in the hills between Glen Ellen and Kenwood at the end of Nelligan Road the setting seems right for Kistler Vineyards, the small unique winery specializing in the fine making of Chardonnay.

Steadily maintaining a 7,000 cases a year production, Kistler lives his work on both sides of the wine business coin — working the vineyard and making the wine.

His associate in the winery, Mark Bixler, is the chemist and does the marketing. The two of

them have nurtured their ideas and inspirations into a winery committed to a certain style of wine-making, emulating the traditions of the French white Burgundy's.

In talking with Kistler one gets the feeling that he is well in tune with his split-level winery and the 35 planted acres of Chardonnay grapes. The vines spread over the side of some hills spilling into the small valley floor and Kistler is the main-stay of the vineyards, toiling the slopes. "I'm very comfortable with the wine-making but the vineyard is much more work than I anticipated, especially with the hill-side vines," he admits. "When we can get our irrigation some time in the future, then the vineyard part of the job will be better and more fulfilling, lending extra time for me in the winery. We are a very self-sufficient winery with everything being done here."

Kistler feels that a weakness in the youth of the California wine industry is how vines were mis-planted. The location of the grapes is always a key factor in the style of wine one is trying to make.

While the vineyard has grown at Kistler, grapes are also brought in from selected vineyards in areas best suited for that wine. At Kistler Vineyards the main wine is Chardonnay along with small

Turn to 20

'I'm not that concerned with cold fermentation. As in France, the traditional way is not to have a sweet, estery flavor in their Chardonnay that you get from a three or four week cold fermentation period. You get heavier qualities out of the fermentation when you ferment at a higher temperature.'



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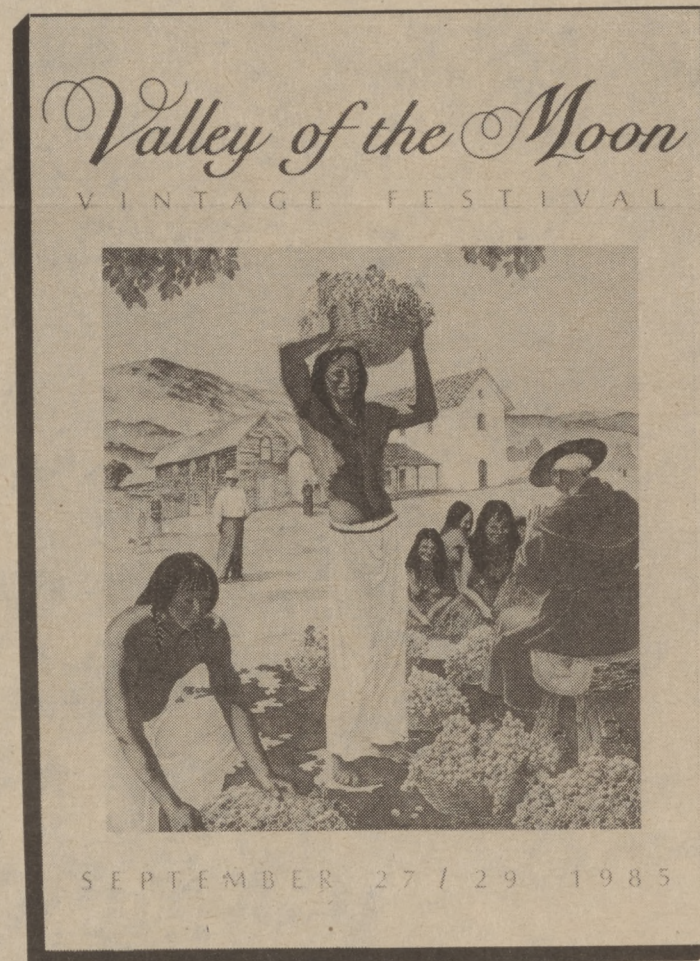
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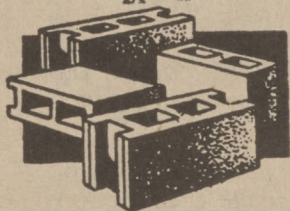


From left: Aaron Johnson, Wade Lokka, Brian Johnson, Les Matthews

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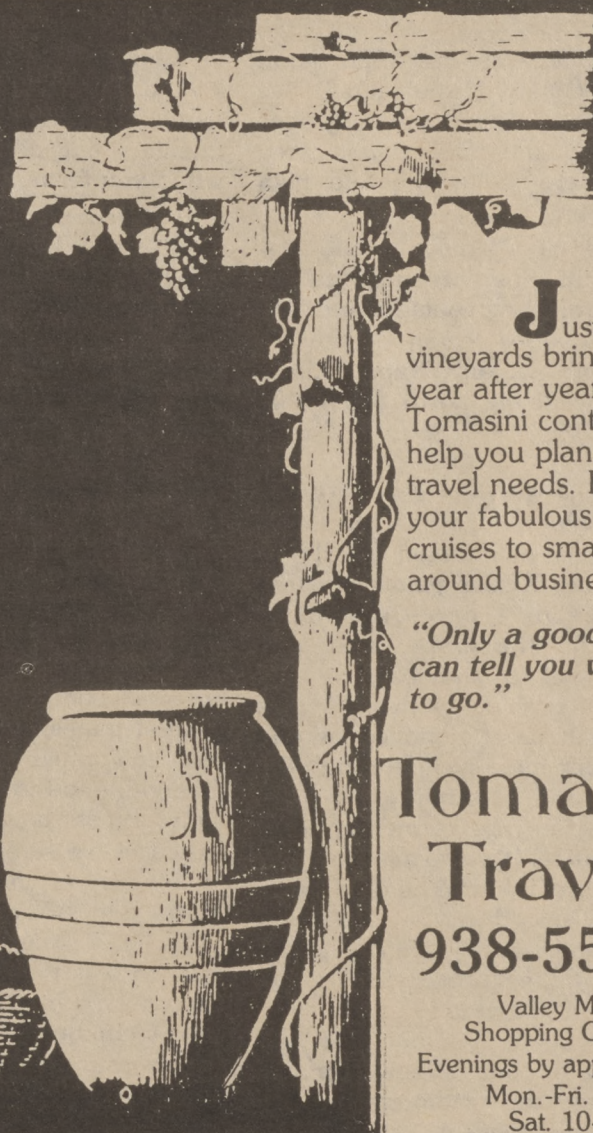
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Kistler

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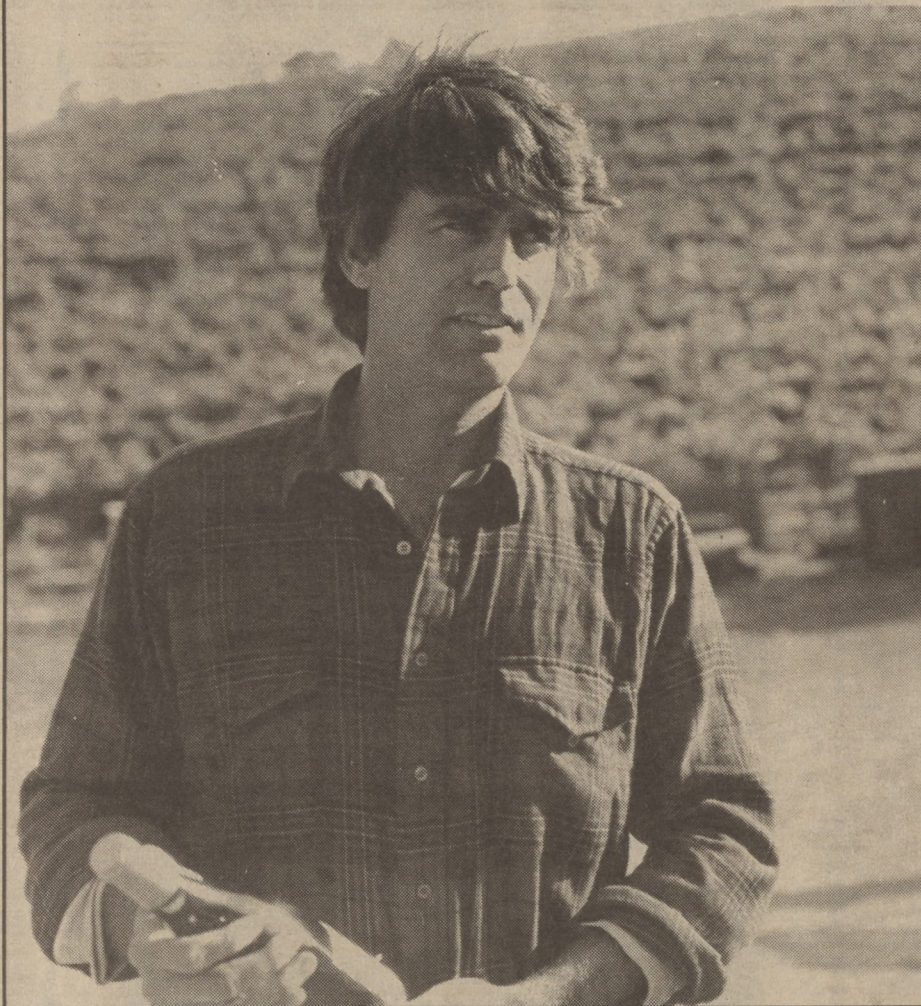


Photo by Margaret Serafini

STEVE KISTLER, WINEMAKER

'Our process is simple and complicated at the same time'

amounts of Cabernet Sauvignon and Pinot Noir. Kistler and Bixler prefer the Chardonnay grapes grown in the Sebastopol area where there is low ph and high acid content.

Another area similar to Sebastopol with its close proximity to the ocean, producing coolness and fog, is Los Carneros region located between Sonoma and Napa Valleys at the top of the north San Pablo Bay.

A BOND with the French tradition of making the white Burgundy varietals is maintained yearly at crush time. Kistler points out that in France they have rails above stations for the grape crush and Kistler uses a stationary above-ground crusher with portable tanks that can be moved in and out. Kistler hand-picks through the bunches and after the grapes are crushed they are fermented with "lee's contact" preparing for malo-lactic fermentation. The decomposing yeast cells from the "lee's contact" bring about valuable nutrients helping in the complexity and strength of the wine.

Kistler says, "I'm not that concerned with cold fermentation. As in France, the traditional way is not to have a sweet, estery flavor

in their Chardonnay that you get from a three or four week cold fermentation period. You get heavier qualities out of the fermentation when you ferment at a higher temperature."

The next maneuver is the promotion of malo-lactic fermentation. The secondary fermentation completes the Chardonnay's journey to the French oak barrels where it will settle and age, awaiting its bottling. The whole process, from vineyard to winery, is elegantly orchestrated by Kistler and Bixler, melding together personal and French methods for creating the Kistler Chardonnays.

Kistler notes, "Decisions have to be made and there are risks taken that when worked out bring about a satisfaction in the end result. The elegance is the simplicity, and not how much technology you've been able to force into the process. Our process is simple and complicated at the same time. It is an elegant way of doing it, but very tedious and really almost impossible on a large scale. Other people who don't do it the way we do make very nice wines so it's hard to say one technique is better, it's part of the whole design to make it the best you can holding on to the per-

Continued next page



Health is a Journey, not a Destination...

In July 1966, Sonoma made welcome Dr. James Adams and his family. He established his office at 853 Broadway, former offices of Dr. G. Michael Beitz. He practiced there expanding the offices and staff until 1973. In September 1973, he moved to his present location at 101 Andrieux, the corner of First Street West.

Dr. Adams conducts constant clinical research, and over the years has developed new, unique, and innovative procedures attracting patients from across the country. Adams Chiropractic Offices boasts a staff trained in the up-to-date state-of-the-art procedures. Aware that "health is journey, not a destination", and that the informed participating patient gets the best results. Appropriate instruction in Chiropractic Science, nutrition, exercise, rest, and a positive and healthful attitude is emphasized. A large comfortable teaching and seminar room is found on the second floor of the lovely and spacious facility to accommodate this in periodic programs throughout the year.

Dr. Adams is a 1962 graduate of the famed Palmer College of Chiropractic. He received his Bachelor's degree after attending New College of California and Blackhawk State College, Moline Illinois.

Dr. Adams is a popular speaker in his field of Chiropractic Science as well as the subject of health. This he does in professional circumstances in addition to local service organizations, clubs and corporate invitations.

Recent research continues to increasingly support the position of Chiropractic Science. The World Health organization's chairman of the Symposium on Health, Dr. Ronald Pero, advised of the epidemic existence of the vertebral subluxation (spinal malalignment) and its influence on the individuals cellular genetics. This results in reduced full health potential reducing resistance to sickness and disease.

Dr. Adams feels the function of the health professional is not to just treat effects, but to also educate and assist in the principles that cause health. This elevates the individual consciousness toward personal involvement. Health is a natural result of doing the natural things. Disease then becomes more the exception as health potentials increase.

ADAMS CHIROPRACTIC OFFICES
101 Andrieux St., Sonoma 996-4535

Kistler

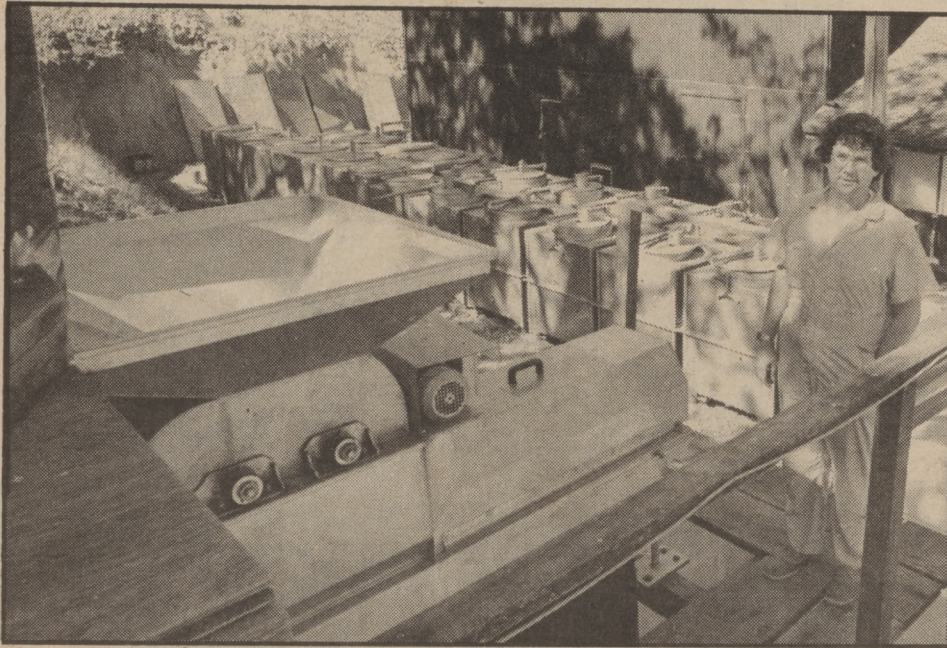


Photo by Richard Ammon

MARK BIXLER

Has his hands full as chemist and handling the marketing full time

sonal touches."

The other crucial phase of the business is the marketing of the wines and Steve calmly confirms, "Selling is such a major part of our work here that Mark, besides doing most of the chemistry, is marketing full time. I don't get involved in that at all, I have no time. We both utilize our time to best run Kistler Vineyards."

He also adds that "there is nothing you can say different about wine that hasn't already been said. I think wine can be like car advertising — no matter what you say, if you can't have it in the bottle it doesn't matter!"

KISTLER VINEYARDS is its own distributor in this state and 25 others which takes a lot of time and keeps Bixler traveling. Kistler distributes a lot to restaurants, from a 50-50 marketing ratio five years ago to a solid swing toward the restaurants. Working the market is a very critical part of the wine business and all the avenues available to a winery have to be

explored, Kistler stresses.

The feedback of the consumers and critics is vital and the dialogue between them is crucial for marketing, he adds. Judging and critiques are used in all industries and it can have an influencing effect on the marketing of the product.

Kistler declares, "I'm not against judging and medals, but it doesn't seem to allow for the fact that there's a large range of Chardonnays and it becomes the preference of the consumer to which wine they prefer and it seems unfair to judge amongst the varied styles."

The wine industry has changed in the last five years. But Kistler points out that, "the saturation point that we would not want to get to would be over what we are doing now. If you want to be a hands-on-person, just overseeing all aspects, we're definitely at our limit."

He concludes, "I like staying small, personally working at the art or craft of it."

'Decisions have to be made and there are risks taken that when worked out bring about a satisfaction in the end result. The elegance is in the simplicity and not how much technology you've been able to force into the process'

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I N N S

Laurel Glen

Magic of the Mountain captured in Cabernet



1982
SONOMA MOUNTAIN
CABERNET SAUVIGNON
TASK WINE GROWN, PRODUCED AND BOTTLED BY LAUREL GLEN VINEYARD
GLEN HELEN, CA 94928

BY OLIVIA CASEY
I-T Feature Writer

Nestled high in the rolling hills of Sonoma Mountain overlooking Sonoma Valley is spectacular Laurel Glen Vineyard.

It looks just as romantic as it sounds. A breathtaking panorama overshadows the acres of delicately colored grapes which cling to gnarled vines that dot the countryside.

Overseeing the modest, 30 acre estate is Patrick Campbell, former Harvard philosophy student turned grape grower and winemaker.

Campbell actually got into the wine business in the early 1970's while living on a commune that had several acres of grapes attached.

He began tending to the tiny vines and found out he not only enjoyed his new craft but seemed to have a natural affinity for it.

Three crops later, he heard that several prime acres of grapes were for sale in the neighborhood. He bought them and Laurel Glen Vineyard was born.

TODAY, the beautiful vineyard and winery is noted for its exquisite Cabernet Sauvignon, which Campbell notes has been very well received by the public.

But it wasn't until 1981 that Laurel Glen began bottling under its own label (It became bonded as a winery in 1980). Until that time Campbell sold all of his highly sought Sonoma Mountain Cabernet grapes to other wineries.

"I knew we had something special here," Campbell explained of his decision to begin winemaking and bottling on his own.

For years they had been making top dollar off their grape crop and he also knew the time was ripe for change.

"I saw it was necessary for us to open our own (winery) if we wanted to survive," explained the youthful looking Campbell, who runs both the vineyard and winery with the help of one other man.

He describes his operation as a small French Bordeaux style win-

ery, a family run operation.

He also is the head winemaker. A home winemaker for years, Campbell began gearing up for his new profession by visiting wineries in Napa and Sonoma counties, looking in the back rooms and "asking a lot of questions."

CONTRARY to popular opinion, Campbell believes you don't need to be a chemist to make wine. "I've never taken a chemistry course in my life," he chuckles.

"A lot of it is experience and understanding what you're tasting. It's something of a talent, just like singing."

His willingness to study, learn and taste has helped turn Laurel Glen Cabernets into one of the most highly sought after Cabs on the market. "We're a real specialist in the field of Cabernet," he explains, noting that the winery uses exclusively Laurel Glen grown grapes in producing its wines. Currently turning out about 5,000 cases of wine annually, Campbell has no plans to expand. "We would have to get above 20,000

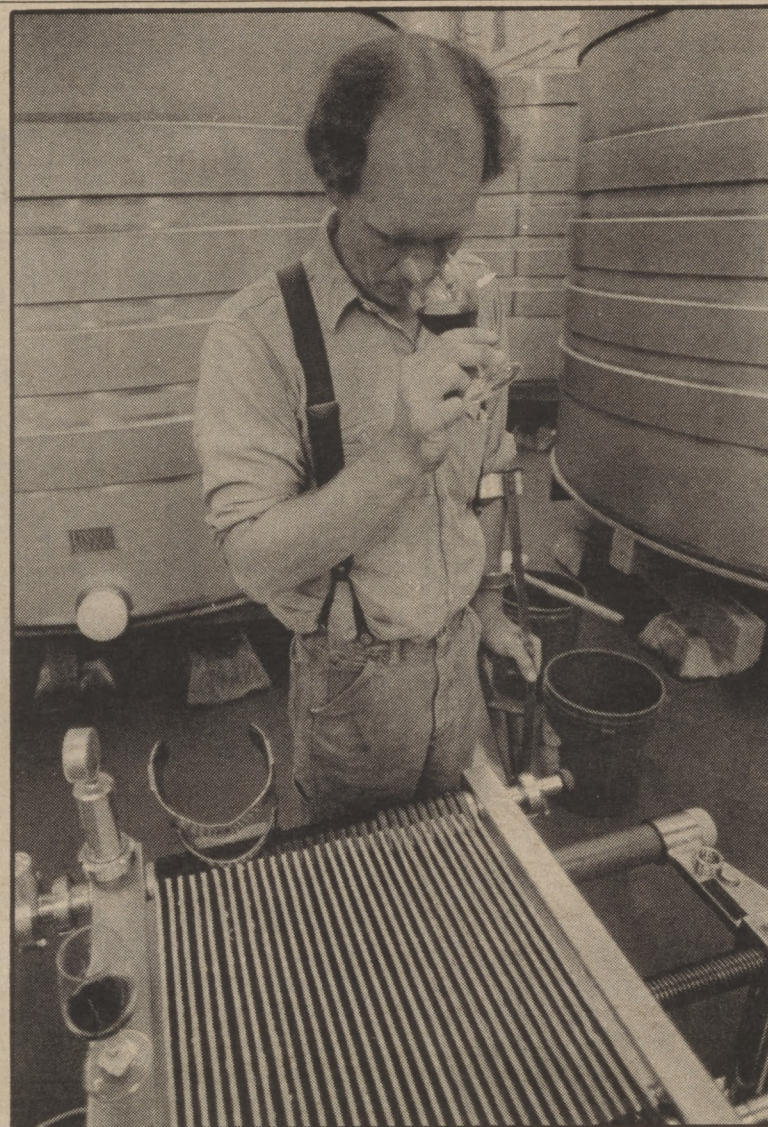


Photo by Richard Ammon

OWNER/WINEMAKER PATRICK CAMPBELL
Learned winemaking by 'asking a lot of questions'

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Photo by Richard Ammon
THE MEN BEHIND THOSE CLASSIC MOUNTAIN CABERNETS
 Tom Lowrie (top, left) and Patrick Campbell of Laurel Glen Vineyards

cases to make any more (profit) than we are now."

They have reached their capacity with the facility they have now, and Campbell doesn't think expansion is a good idea.

HE IS PROUD of his two man organization.

"Part of the enjoyment is that I can control all the facets (of the organization.) On any given day I can work as a welder, a carpenter, a winemaker," he says. "Why pay a whole lot of other people to do what I enjoy doing myself?"

He is quick to admit that he receives a great deal of technical backup "through the grapevine. "You need to know what support

people are available and then figure out who is important to you," he explains of his tactics.

Nor is Campbell particularly worried about the future of the wine market, noting that there will probably always be a market for Cabernet.

He expressed concern, however, about the encroaching European wines. "The finest Bordeaux is getting into our price range," he conceded.

Although it concerns him, Campbell notes he won't spend a great deal of time worrying about it.

For information about Laurel Glen, call 526-3914, or write: P.O. Box 548, Glen Ellen, Ca. 95442.

'Part of the enjoyment is that I can control all the facets. On any given day I can work as a welder, a carpenter, a winemaker.'

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1951 in the Salvador Vallejo Adobe



Idah and Ray Duer



Dan Phillips, Ron Duer
Dan became a partner in 1983

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For 34 years, family-owned and operated Adobe Drug has had the privilege to serve Sonoma residents and to share in Sonoma's growth.

Pharmacist Ray Duer, now 82, bought a nearly defunct drug store in 1951 when it was located in the Salvador Vallejo Adobe on First Street West, near Spain Street.

From that tiny store, 17x51 feet, Adobe Drug began. Ray smiles now as he recalls that the first day's receipts totalled \$4.29. In those days, he recalls, pharmacists had to roll their own pills and suppositories.

Ray and his wife, Idah, worked at Adobe Drug here from 1951 to 1959, when son Ron stepped in to help after graduation from U.C.S.F. College of Pharmacy and a stint with the Air Force.

By the early 1960s, the business had flourished and growth necessitated a move to their own building, a spacious 5500 square foot adobe structure on West Napa Street. At first they occupied only half the building, but in the early 1970s, more growth demanded that they take over the entire building.

Ray Duer has been retired for several years now, and for a period of time, Ron assumed responsibility for full operation of the store. Dan Phillips, a "raised in Sonoma" boy, joined Adobe Drug as pharmacist in 1977 and became Ron's partner in January of 1983.

Ray and Idah Duer continue to occupy the home they have lived in for over 25 years on Oak Lane. Ron and wife Edna live in El Verano, and have recently watched their children graduate (Bob from Idaho State University with a double degree in Management and Marketing, and Lynn from Puget Sound University as an Occupational Therapist), become employed in nearby areas, and in January will proudly watch as Lynn is married.

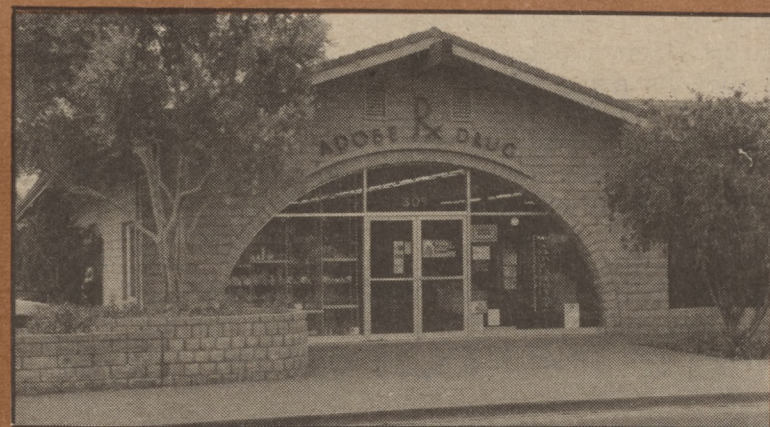
Dan and his wife, Jacquie, also a Sonoma native (almost!) whom he met at Sonoma High School, live in Sonoma with their two young children, Eric, 8, and Heidi, 4. Dan enjoys the notion that his children will be attending the same schools he and their mother did in Sonoma.

Adobe Drug has expanded tremendously over the years. It now includes a full-line pharmacy, computerized for expediency but also containing personalized patient drug histories for accuracy; cosmetics department; Hallmark greeting cards and party supplies; gifts; photo department; and a new record and tapes department.

Jerry Ferreira, bookkeeper, is the employee with the most seniority at Adobe Drug, having been with Adobe for 28 years.

Ron Duer states, "My folks fell in love with this valley and its people. We've always felt a responsibility to bring to our patrons the things they need so they won't have to go elsewhere to find them." He stresses that without the hundreds of Sonoma Valley people who have loyally patronized the family operation, their growth and success would not have been possible.

"Sonoma has been very good to all of us," says Ron, as he summarized the history of the Duers here.



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Sonoma Valley:

The wineries A-Z

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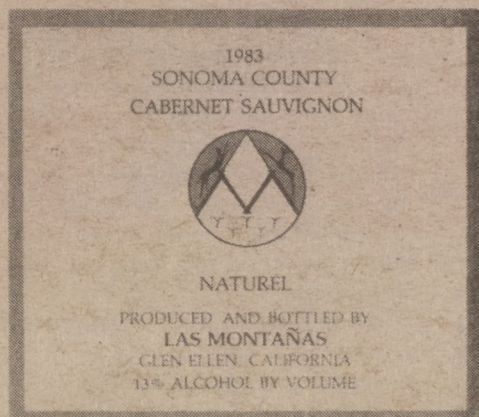
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Las Montanas

Aleta Apgar Olds makes 'natural' wines that bring out best in Zinfandel, Cabernet



By **JOHN LYNCH**
I-T Managing Editor

Aleta Apgar Olds ascribes to the old French wine philosophy that, "A good wine from good grapes will stand on its own."

"You don't need to do too much to the wine," says Olds, a former school teacher.

It is for this and other reasons that Olds, 39, the founder, owner and winemaker of Sonoma Valley's Las Montanas Winery, elects to make her wines—Zinfandel and Cabernet Sauvignon—using strict natural methods, free of any chemicals.

Las Montanas is one of just a few wineries in the world that employs *naturel* vinting techniques. Glen Ellen's H. Coturri & Sons is among those select few.

But there's another reason. Recalls Olds, "At one winery I got sick—literally sick—from the sulfur. 'I said to myself, 'I'm not going to put this into my wines!'"

Instead, the ex-teacher, turned home winemaker, turned commercial vintner puts a lot of love and care into her modest amounts of rich, spicy, flavorful Zinfandels and Cabernets, "handcrafted wines," as she calls them, made in the intimate confines of her little basement-sized winery high atop Cavedale Road in the rugged Mayacamas of Glen Ellen.

The wines are unfiltered, unfined and naturally fermented, using only natural yeasts and, of course, no sulfur at fermentation or bottling! (Some basic sulfur



LAS MONTANAS WINEMAKER ALETA APGAR OLDS
'Handcrafted wines' in the intimate confines of her Cavedale Road winery

Photo by John Lynch

Turn to 2

Las Montanas

Continued from page 1

"dusting" is done in the vineyards to control mildew, Olds notes.)

A BONDED winery since 1979, Las Montanas, which in Spanish means "The Mountains, grew out of a former association with Olds' ex-husband at Sky Vineyards, located not a mile away in the shadow of Mt. Veeder. "So," she says, with a look of amusement, "I have two daughters who are heirs to two wineries." (The oldest daughter, Maya, 10, already says she wants to be a winemaker, notes her mother).

Las Montanas, based on her family's ranch off Cavedale, is a more than appropriate name for the winery, not only for reasons of location but because of the origin of the grapes used. The Cabernet is all obtained from the nearby Mt. Veeder region in the wild Mayacamas Range, about 2,000 feet above sea level. The Zinfandel is taken from some 80 year old vines in the mountains of Kenwood to the north. All the grapes are dry farmed (non-irrigated) offering light to moderate yields, carrying typical intense, wild, mountain flavors. Olds hopes to someday plant a few acres of Cabernet on the family ranch.

The winery produces about 750

cases of wine a year, a little more Zin (425 cases last year) than Cab (325 cases). About the same production ratio is anticipated this year. "Initially," explains Olds, "I wanted to make only Zinfandel. But marketing demanded two wines, rather than one. And the Cab is easier to market than the Zin."

The Zinfandel, which she describes as a big, claret, style wine with lots of fruit and moderate alcohol, has earned Las Montanas a medal, silver or bronze, at judgments around the state every year since the winery's been in existence. "I'm not really in the running for a gold," she says. "The wines are not fined or filtered, so I lose points on clarity."

Las Montanas doesn't lose points with the consumers, however, as it has sold out most of its previous releases. The wines are available locally at about six different stores and wine shops, and overall are marketed mostly in California with some available in Tennessee, Washington, Virginia and Arizona.

THE GRAPES, picked at relatively low sugar for red varieties (about 21 BRIX) are crushed in an old hand-crusher that was recently rigged with a motor. Fermentation takes place in half-ton wooden bins and aging in 60 gallon French oak barrels. "By the time the wine

'If I don't have a good wine, I'll sell it as bulk wine'

stops fermenting, it (sugar level) is usually up" she explains.

Atypical of red wine production, Olds cool ferments her Zinfandel and Cabernet at about 70 degrees F. "You get more character and less tannins," she believes, "although some wineries will quarrel with that—that it has to be warmer. It isn't true," she insists.

All told, she says, these methods create wines with good, high acids, low phs, wines of great balance. After barrel aging, the wine is bottled and kept at the winery one year before being released.

Olds is picky about quality. "If I don't have a good wine, I'll sell it as bulk wine," she says. She did that with one "problem wine" in her first year (1979). She sold the wine to another winery, which in turn submitted it to a wine judging. The wine won a bronze medal.

CRUSH AND BOTTLING times become a family affair at Las Mon-

tan. Olds' home on the family property is just a few yards from the winery, which is tucked beneath her brother's house, brother Jerry being another ranch resident. Her mother and father, Lorna and Charles Apgar, live there and help out with crushing and bottling, as does Jerry, and a neighbor, Patty Schoenfeldt.

"At bottling time, there are six kids running around (Jerry has two children, Aleta four), carrying corks and we try not to trip over ourselves," laughs Olds. In addition to 10 year old Maya, her other children are: Skyla, 8; Val, 4; and Paloma, 2.

The demands of motherhood, and the limitations of "naturel" winemaking have combined to convince Olds to keep Las Montanas on a small scale. Production wise, that would mean not ever exceeding the 2,000 case per year level. "I don't think I could make natural wines successfully beyond that," she admits.

White, even blush wines, are not particularly suited to the natural process, she says. She once made a little bit of Zinfandel Rose, "but it was unstable, had a lot of protein haze," she says.

"Besides," she says, "two wines are enough."

NOT TO mention the responsibi-

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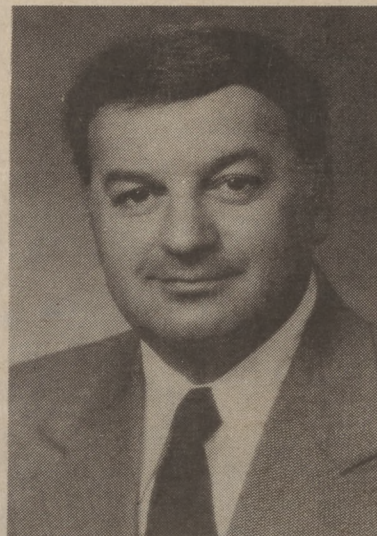
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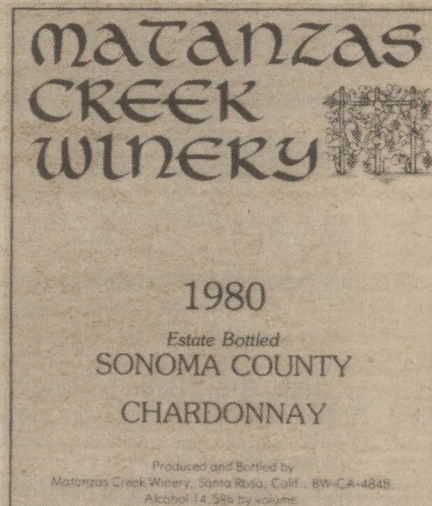
New complex, new staff

By **KAREN KOHS**
I-T Guest Writer

William and Sandra McIver's Matanzas Creek Winery is at the north end of the Sonoma Valley appellation, its just-completed winery complex nestled snugly in the foothills at the base of Bennett Mountain off Bennett Valley Road.

The new center of operations, designed by architect David Hamilton, is 20,000 square feet of the latest advances in wine production, combined with staff offices, modern laboratory facilities, and a combination reception/public functions area. There are computer hookups throughout the plant, and computers will become more and more an integral part of the winery's production activities. A curving walkway of natural wood and stone leads visitors through the twisting oak trees to a spacious, contemporary reception area at the front of the hillside building.

Before completion of the handsome, two-story structure, the winery's gold-medal vintages were made and stored in various converted cow barns and outbuildings



on the 200-acre former dairy ranch, just outside of Santa Rosa.

Also new at Matanzas Creek are the people. Since award-winning winemaker Merry Edwards left the winery last November, virtually an entire new staff has been added, including: David Ramey, enologist; Susan Reed, laboratory director; Bill Parker, cellar master; Stephen Krebs, viticulturist; Karen Paulick, secretary.

From the first year production in

Turn to 4

Las Montanas

Continued from page 2

lity of marketing the wines, a problem, she admits, for a lot of wineries these days. She is grateful for the help provided by her father, a retired sea captain, who assists with marketing and promotion, and her mother, who does a lot of the art work on labels, posters, brochures and the like.

Family and friends helped build the winery in 1981. An initial investment of about \$20,000 was needed to erect the 36x24 square foot aging room and lay a 16x24 slab for crushing and bottling space. Now, they're in the process of enclosing the slab area to provide added storage space. "We're running out of room," says Olds, who toys with the idea of someday boring a cave on the property to create an aging cellar.

Most of costs now, she says, are incurred in buying the grapes. "I've always paid top dollar for the Zinfandel," she states.

She says that being a woman in an industry traditionally dominated by men is "not a hardship. Rather, it's more the one-woman operation

and natural methods," Olds explains.

"I make fruity, spicy wines, not heavy wines," she says, adding thoughtfully, "Maybe that's the difference between a man and a woman."

BORN AND RAISED in Berkeley, Olds taught English and dance in Oakland schools before moving to Oregon. It was there that she first began learning about the wine business. At Hillcrest Vineyard, located near Roseburg, Ore., Olds was taught how to care for grapevines, and introduced to other basic winery operations.

Later, after her family moved to Sonoma Valley in the seventies, she gained more experience while working at Sonoma's Hacienda Wine Cellars and at Mayacamas Vineyards in Napa Valley. At Mayacamas, she secured a job as a cellar worker.

Olds' interest grew and she took up home winemaking before making wine her vocation in 1979.

For more information about Las Montanas wines, write: 4400 Cavedale Rd., Glen Ellen, Ca. 95442, or phone 996-2448.

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Matanzas Creek

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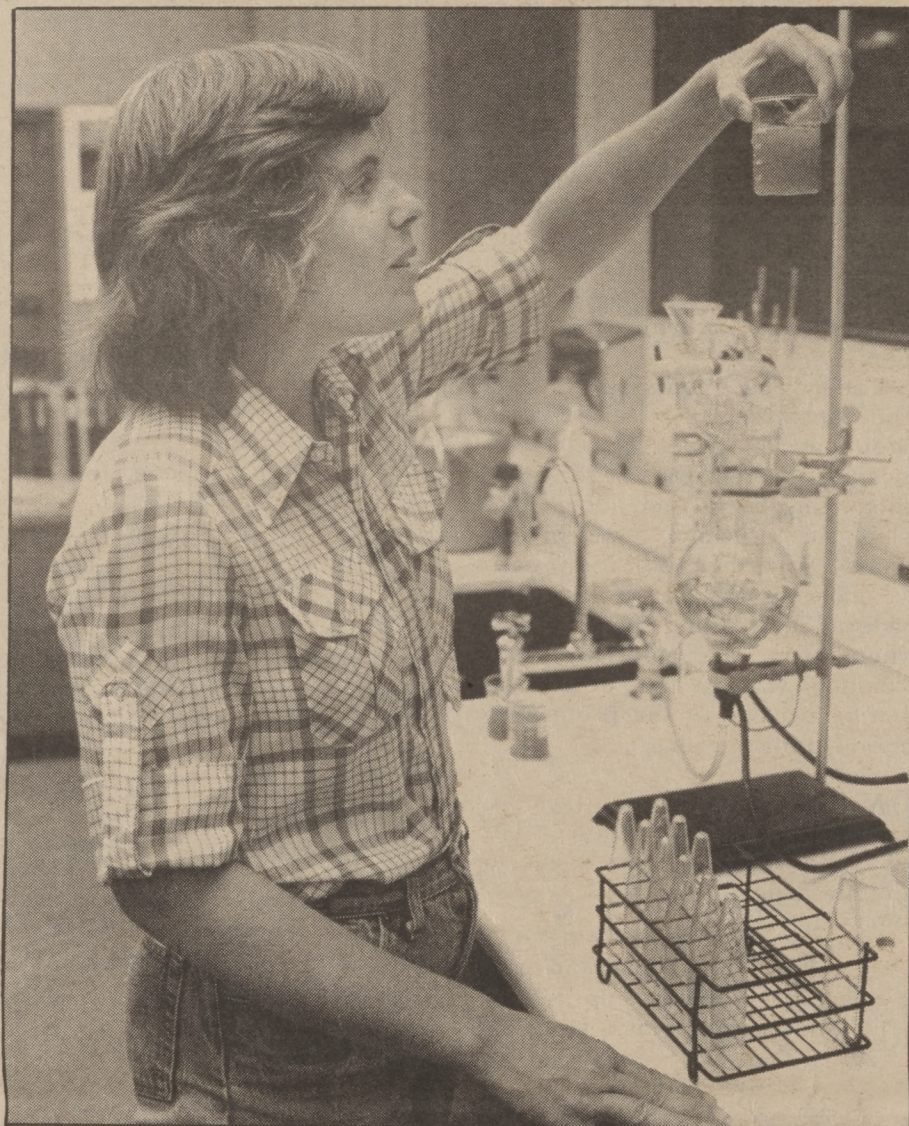


Photo by Richard Ammon

IN THE LAB AT MATANZAS CREEK WINERY Laboratory Director Susan Reed

1977 of a mere 3,000 cases total, Matanzas Creek plans to peak at 20,000 cases annually.

KNOWN for award-winning offerings of a number of premium white and red varietals, future production will be limited to Chardonnay, Sauvignon Blanc, and Merlot, the three with which the winery's had the most success, this according to Sandra McIver.

Matanzas Creek also makes a private reserve sparkling wine, in small lots entirely by hand, but it is only available through special offerings or poured at private tastings.

With the opening of the new building, feted in June with a grand opening celebration, Matanzas Creek will offer a year round calendar of events centered around wine and food. There will be private wine tastings, gourmet cooking classes, and catered events, such as the Santa Rosa Symphony's annual dinner.

The winery is open for private tours and tasting by appointment. It is located at 6097 Bennett Valley Rd. For reservation and more information, call 542-8242.

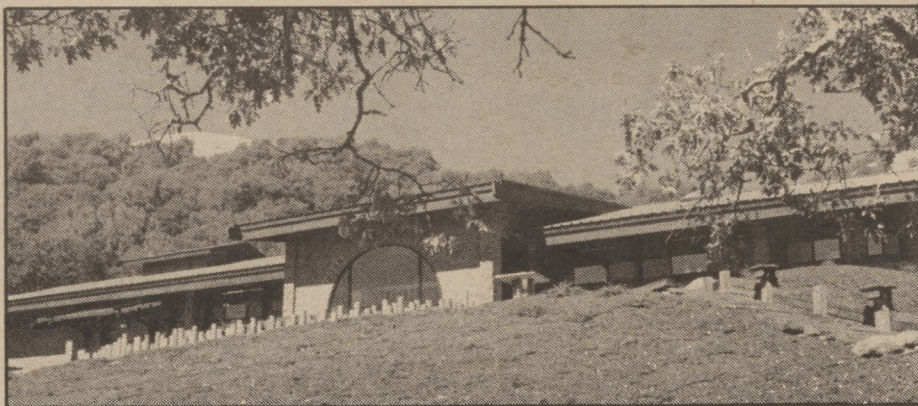


Photo by Richard Ammon

A NEW LOOK AT MATANZAS CREEK Spanking new winery facility recently completed

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Napoli Cellars

'Trust me' says this incorrigible cherry juice baron turned wine merchant

By JOHN LYNCH
I-T Managing Editor

Why is the proprietor of Sonoma Valley's highly successful, million dollar-plus a year cherry cider enterprise expanding into the wine business?

"When you have a name like Napoli, anything's possible," replies the inimitable owner of The Cherry Tree, who then roars with laughter like some roguish bear dancing beneath a raging moon.

Napoli Lehnert, a bearded, grinning, devilish sort, convulsive with laughter much of the time and possessed with a stinging wit, has combined his personality and business smarts and channeled The Cherry Tree, a Schellville-based cherry cider and deli/grocery operation, into a huge success over the past two decades.

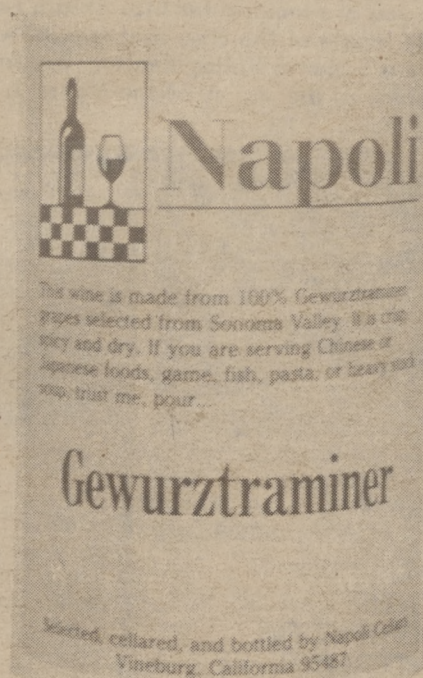
Established by his brother as a little roadside stand off Highway 121 here in 1960, Napoli took over The Cherry Tree in 1965. "He (his brother) got an offer to become a professor at the University of Colorado, so he asked me, 'Napoli, you want to buy the place?' I said, 'How much?' He said, '\$250.' I bought the place, left my job (as a southern California sales representative), left my family, left everything and came up here."

Although the popular juices and ciders, cherry and blended varieties, will always be the "bread and butter" of his operation, it is with equal contagious enthusiasm that he has gone into the wine business and established Napoli Cellars.

A "wine negotiant", Lehnert purchases custom-crushed wines from another Sonoma Valley winery and bottles them under the Napoli Cellars label. And what a label it is. "A novice can pick up a bottle of our wine and read it," he explains. "See here (he points to his Gewurztraminer label and reads it): 'If you are serving Chinese or Japanese foods, game, fish, pasta or heavy stock soup, trust me, pour Gewurztraminer.' Trust me!" as he explodes into laughter again.

Says Lehnert, "We like to have fun with our wine. Wine should be fun. There's too much sincerity in the world!"

WHILE Lehnert stresses levity in his wines, the quality of the product is no joke. Established just a few months ago, Napoli Cellars produces an excellent selection of Gewurztraminer, Johannisberg

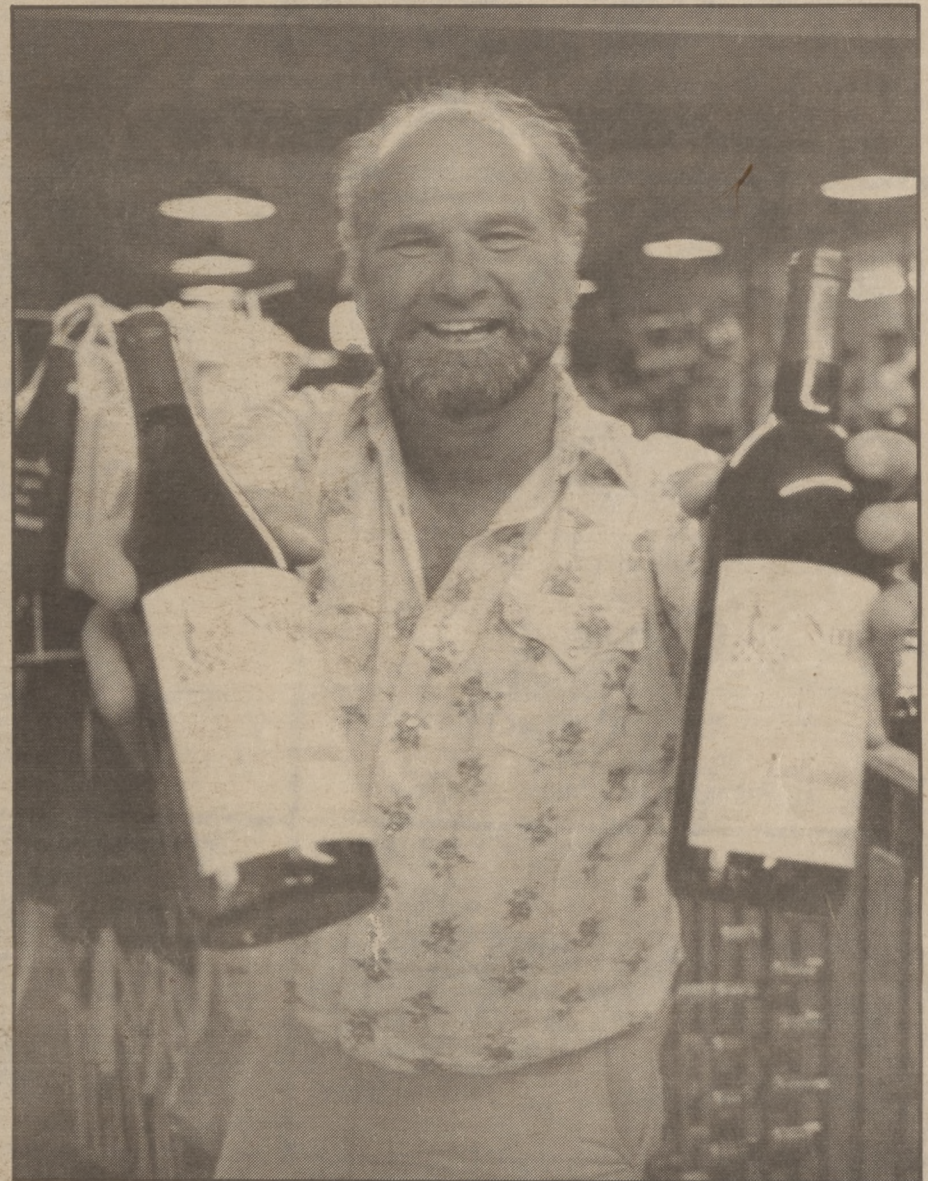


Riesling, Chardonnay, Pinot Noir, Zinfandel and Cabernet Sauvignon, all produced from Sonoma Valley grapes. The white wines tend to be on the dry side, he says, while "we go heavy on the reds... typical heavy, American red wines."

Lehnert even has his own "estate" vineyard, a one acre planting of Zinfandel located at his Cherry Tree No. 2 property at 1901 Fremont Dr., Schellville, home of Napoli Cellars. (The rickety old stand further south on Highway 121 remains as well). He hopes to use the rich fruit from those vines in a future estate bottled version of Napoli Cellars Zin.

ZINFANDEL will always have a special place in the history of Napoli Cellars. Recalls Lehnert, "When we first started out we fermented the wine in our plastic cherry barrels. We produced the only cherry-tasting Zinfandel in the world," he says, the laughter spewing out again. "Now, we don't do that anymore."

Lehnert has been a home wine-maker for many years. Wines have played a prominent role in past generations of Lehnerts, it seems. "There was a relative in Germany who made white wine," he says. "My father was from Germany and my mother was a Hungarian gypsy. My father made cherry juice in Germany and my mother used to carry grapes (in the vineyards). My brother, Oswald (and Oswald's wife, Doris) is a musician."



NAPOLI LEHNERT
Putting the fun back into wine

Photo by John Lynch

"Between the juice and the music I became crazy!" the laughter filling the room like music from a symphony orchestra.

PRODUCTION is currently set at about 12,000 cases (2,000 of each varietal bottling) and Lehnert asserts that if all goes well, he won't hesitate to increase production, perhaps even build his own winery someday.

Whatever he elects to do, one can bet it will be a family affair all the way. Wife Rena and daughter

Leslie "run the store," he stresses, and he's even managed to drag his brothers, Monrico and Oswald, out from Colorado, to Sonoma Valley this Fall "so I can put them to work during the crush!"

Napoli Cellars and The Cherry Tree also offer mail order service and can ship via UPS "anywhere, anything" in the U.S., stresses Lehnert. "We can ship your body!" For more information write P.O. Box 361, Sonoma, Ca. 95476 or call 996-3480.

'My brother, Oswald, is a musician. Between the juice and the music I became crazy!'

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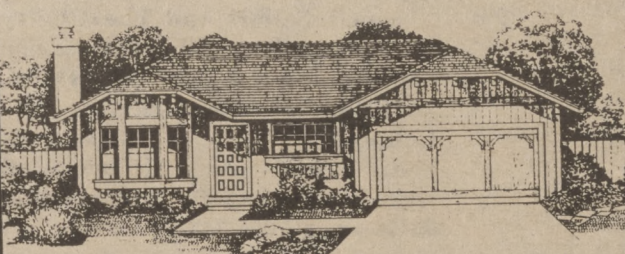
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Olive Hill

The 'monument' can wait but the wines will flow anyway

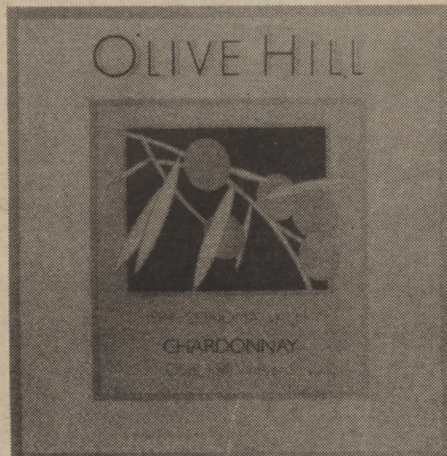
By **JOHN LYNCH**
I-T Managing Editor

Olive Hill will release its first wine in December, but will delay plans to build an impressive new winery in Glen Ellen, announces rock manager Bruce Cohn, Olive Hill proprietor, grape farmer and winery aspirant.

Currently custom-crushing its 100 percent estate grown wines at another Sonoma Valley winery, Cohn's ambitious plans to build his own elegant, \$2 million French chateau style winery on his Olive Hill Vineyards ranch near Glen Ellen have been put on hold.

Explains Cohn, who manages the well-known rock bands The Doobie Brothers and Night Ranger, "I just sort of stepped back, looked at the situation and said look, why don't you play it smart, sell the wine first, establish the market and *then* build your monument, you know what I'm saying?"

What he wants to do now is convert existing buildings on his prop-



erty into a workable winery and begin making wine there next year.

He's also working on acquiring another 35 acres of nearby property, land which he feels will be better suited for his future "monument" winery, be it three, four or five years down the road. "The piece (of property) I had picked earlier was not appropriate," he admits.

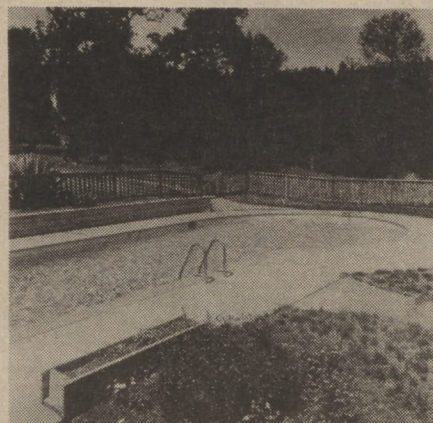
Turn to 8

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Photo by John Lynch

OLIVE HILL WINEMAKER HELEN TURLEY

Toasts the start of this year's crush with a glass load of Pinot Noir grapes

Olive Hill

Continued from page 7

ONCE THE plush, stone, castle-like winery is built (perhaps to be patterned after Napa Valley's magnificent Chateau Chevalier), Cohn will probably abandon the idea of having public tours and tastings. "It'll be very restrictive with tastings and tours by appointment only. I'll probably give the tours myself," he says, noting that public tasting rooms "can be a hassle."

Cohn says the very best oak cooperage and other equipment will be brought in and that the entire ranch, including outbuildings, will be transformed and take on a very country, French, chateau-style look. "But that's down the road, when we get into the black and

turn the corner," he says.

To be released Dec. 15 are 1800 cases of 1984 Sonoma Valley Olive Hill Vineyards Chardonnay (one case per customer limit), the first wine produced under the Olive Hill label. About 3000 cases of Cabernet Sauvignon were produced in 1984, but won't be released until 1987. Cohn plans to double production of Cabernet next year.

"CABERNET is what I want this winery to be famous for," he says, feeling that Cabernet is growing in popularity. A 1980 Gundlach-Bundschu Cabernet Sauvignon, produced from Olive Hill grapes, earned the distinction of being brought by President Reagan to China during his visit there last year.

Continued next page

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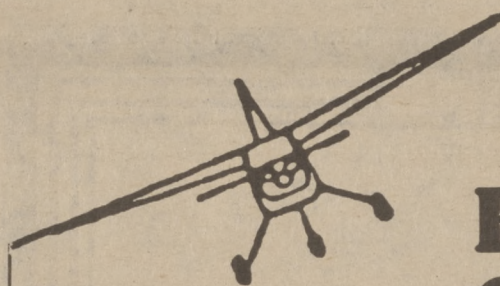
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Ravenswood

A love affair with Zinfandel

By **STEVEN SERAFINI**
I-T Guest Writer

Enthusiasm is an important ingredient in the creative process, and at Ravenswood Winery in Sonoma the enthusiasm flows at a peak level, controlled by its energetic leader and winemaker, Joel Petersen.

Enthusiasm can also be very contagious and spread rapidly amongst those coming in contact with it. Petersen was raised in a wine-oriented family and it was through his father that he got his inspiration to make fine wines at Ravenswood Winery, especially Zinfandels.

His father was a wine writer and connoisseur. As Petersen puts it, "He was a chemist by vocation but in advocacy he was anything but a chemist." His father belonged to a sophisticated wine group who tasted wines from around the world, and young Joel accompanied him and Harry Waugh (a noted wine authority) on a wine tour.

It was on this tour that Harry Waugh first tasted Zinfandel. Petersen reflects on his first statement, which was: "This is a strange, bitter wine" and then he said, "This Zinfandel is a very interesting grape".

"He tasted a few more and began liking it ... He even went on to start the Zinfandel Club," Petersen recalls. It was Harry Waugh's first experience with Zinfandel that gave Petersen his first real awareness of the varietal.

PETERSEN began to drink and think more of Zinfandel. He was amazed at finding different styles and characters. When it came time to make a wine it became clear to Petersen that the very best grapes one could get in California were Zinfandel.

As he says, "Zinfandel were the oldest vines, they were the vines



with the lowest crop on them because they were the oldest and because the farmers couldn't over-crop them. They produced some of the richest wine I've ever tasted, they had so much character and it became clear that if you were going to make a real great wine and you're going to make your mark someday, you could do it in Zinfandel."

He basically learned winemaking from Joe Swann, whom he felt made some of the great Zinfandels of the seventies. As Petersen reflects, "Zinfandel is something that was really untouched territory. I thought it was a good place to start."

His enthusiasm for making Zinfandel has produced confidence and stability. He feels that one has to establish a more even hand with Zinfandel. He states, "I think our

Turn to 10

Olive Hill

Olive Hill produced champagne (about 950 cases) for the first time this year; it is due for release in 1988. Olive Hill wines will be available in restaurants only with Sonoma Wine and Spirits as the lone retail outlet.

The 65-acre ranch off Sonoma Highway has about 52 acres of vineyards—mostly Cabernet and Chardonnay grapes and some Pinot Noir. He also leases 10 acres

from neighbor Otto Teller.

Winemaker is Helen Turley, formerly with the Napa Valley wineries of Robert Mondavi, Pope Valley, Chappellet and Stonegate.

Cohn bought the property in 1974 from the late Don Tarvid, Sr. Before Cohn developed an interest in making his own wines from his own grapes, Olive Hill fruit was sold to other wineries.



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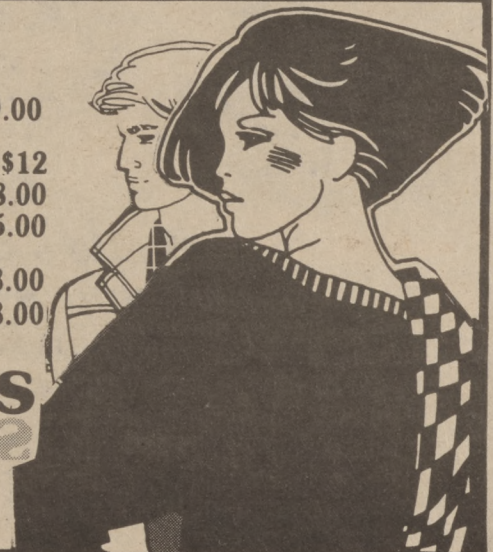
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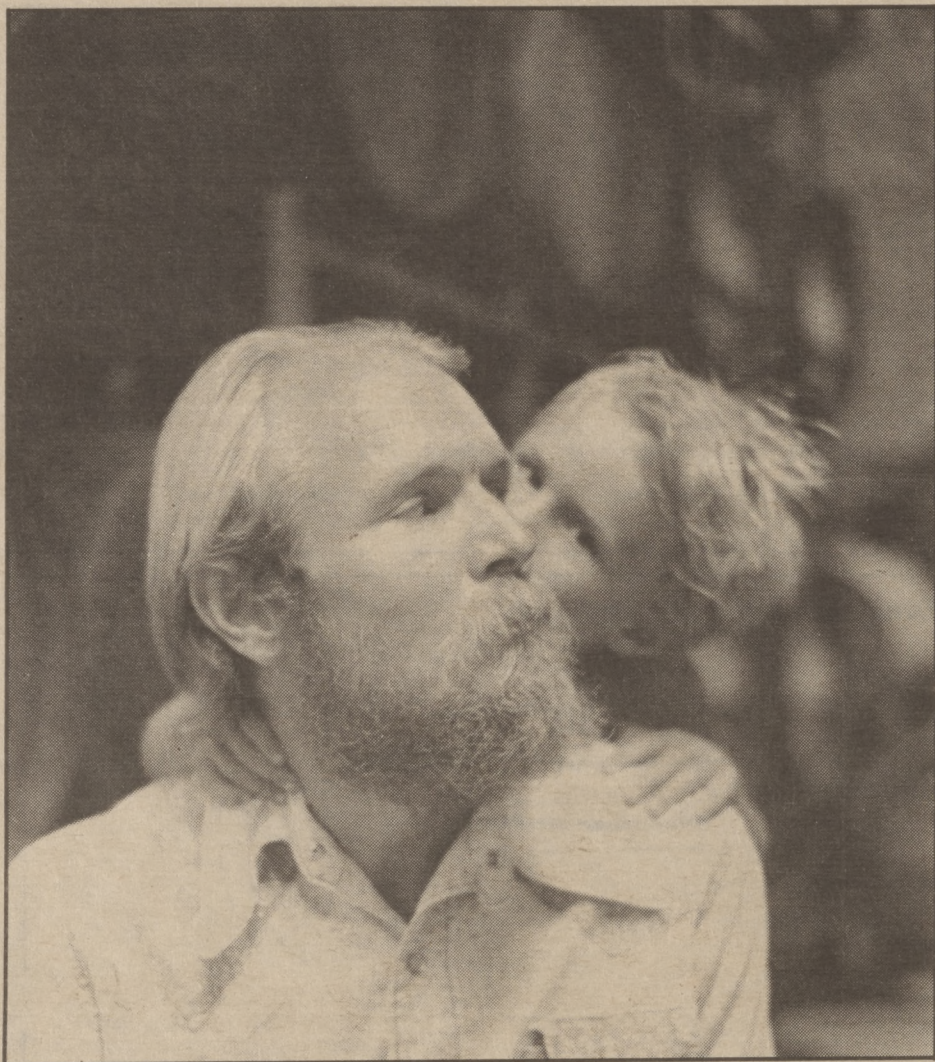
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WINEMAKER AND SON
Ravenswood's Joel Petersen and four year old son, Morgan

Photo by Margaret Serafini

Ravenswood

Continued from page 9

success hinges on the fact that at Ravenswood we've been stylistically clear and had a real clear idea of what we wanted to do and stuck to it instead of trying to go beyond it. When somebody gets a bottle of Ravenswood they know what they are going to get."

Ravenswood began operations in 1976, moving from place to place around Sonoma County, using various winery facilities and sharing space before settling at a site at 21415 Broadway (the old A & D Market) a few years ago.

Reflecting on his journey through the wine industry, he feels he has refined his art considerably. He hasn't changed his ideas very much, he has elaborated on them. Petersen tries to work with the grape more, perhaps toning down the alcohol a little bit and bringing out more of the fruit. "I think that what I've changed and what I've sensed is that I have a much better feel for the grape," he says. "I feel like I've almost established a personal relationship with the grape when it hits the crusher."

RAVENSWOOD gets its grapes from high quality vineyards in the Napa area, Sonoma Valley and upper Sonoma County or Dry

Creek Valley. Petersen points out that in California one has such latitude with acids and sugars that one can either pick young or pick late, add acid or go to a late picking to get sugar. He tries to get the alcohol around 13% which usually means 13.5 or 14% the way Zinfandel works. He feels the 13% goal is right for him because you don't get the flavor and character of the Zinfandel grape until you get the fruit to ripen up.

Petersen blends his winemaking techniques with those of the Burgundy and Rhone regions of France. Aided by assistant winemaker John Kemble, he brings the must in off the crusher directly into fermentation vats that are open topped, where crews beat them down for two weeks or even longer, giving them plenty of submergence. The wine is then put in holding tanks for a month until malo-lactic fermentation is completed. The wine is stored in French oak barrels for aging. Ravenswood uses about 30% new French oak barrels any given year, with the rest of the barrels being three or four-year old oak.

Ravenswood made its first white wine, a Chardonnay, in 1984 and Petersen calls the fun experiment something to compliment the red

Turn to 12



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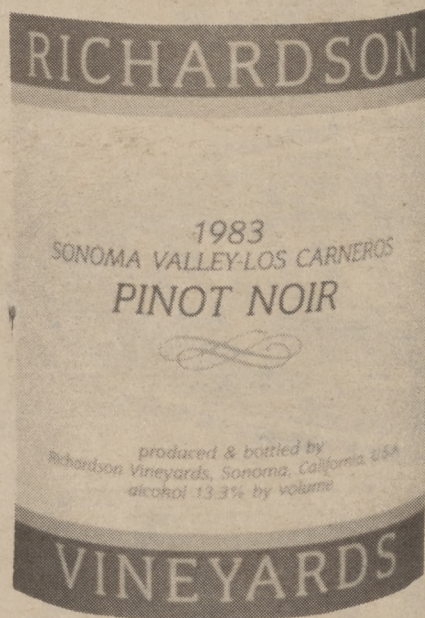


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Richardson

Nurturing wines and big success out of a little winery in the Carneros



By SANDY SANDERS
I-T Guest Writer

Dennis Richardson, of Richardson Vineyards in Schellville, might be the model of a successful salesman: fast-talking, friendly and convincing. But Richardson, whose ease of manner is complemented by a working outfit of jogging shorts, tee-shirt and thongs, doesn't put on the friendly style like a suit of clothes.

This man, who talks of nurturing his wines in the same way as one nurtures a child, is full of enthusiasm for his work and his product, confident in and knowledgeable about what he does.

The winery's first Zinfandel, made from the 1980 crush, took a



WINEMAKER DENNIS RICHARDSON OF RICHARDSON VINEYARDS
It's just a concern that I have for nurturing wines, and I think that's important'

Photo by Richard Ammon

double gold medal at the First Annual San Francisco Fair and Exposition; and despite the winemaker's brief qualms (will it all be downhill from here?), Richardson Vineyards has stayed on a straight

course ever since. "We've won an award somewhere with most everything we've done," Richardson grins.

He is backed by several business partners: Bob Weisheit and Vic McWilliams of Sonoma, Al Wighton of Sacramento, his mother Evelyn Richardson of Oxnard, and his wife Carolyn, a laboratory technician at Sonoma State Hospital.

Carolyn Richardson does lab work, measurements, and generally provides "all-around support," says Richardson, who also credits her with keeping him from becoming a one-dimensional person totally involved in the wine business.

It has been fun, he added, to watch his kids get interested in the grapes. Jeremy, age 10, and Angela, eight, pitch in with a number of chores, including picking grapes, rinsing bottles, and putting corks in the manual corker.

"WE GO OUT into the vineyards in our pickups with our own plastic lug boxes," explains Richardson, who said that they pick in large vineyards according to the growers' own schedules.

"We contact them to find out

when they're picking a particular block that we're interested in ... By being there in the morning first thing, we get the grapes cool." This helps to prevent the grapes from oxidizing. They also get less leaf and stem when the pickers are fresh, he continues.

THE RICHARDSON crew crushes the grapes with an old basket press that leaves the wine with a full, fruity flavor and good color, but a softer, less tannic taste than some of the bigger presses might produce, he noted. "Sometimes our red wines will please people who don't care for red wines," he says. The grapes are fermented in small lots at relatively cool temperatures.

As the crush now is a joint venture of family and friends, so has Richardson developed his knowledge of wine among a group of convivial and increasingly dedicated people who began working together at Sebastiani Vineyards' tasting room nearly a decade ago.

Assembled by Loren Freburg, who was then tasting room manager at Sebastiani, the group included Rich Hinkle, now a well-known wine columnist and judge

Ravenswood

Continued from page 10

wines, but it's not commercial yet.

The popular Zinfandel is not the only red wine made by Ravenswood. The winery also makes a nice Cabernet Sauvignon and recently a Merlot. The amount of wine made at Ravenswood runs about 7,000 cases annually with the breakdown being 50% Zinfandel, 25% Cabernet and 25% Merlot. In fact Petersen says he likes the results of what they are doing with Merlot, while noting that there is a shifting from Cabernet to Merlot. The marketing aspect is stronger towards Merlot because there are so many Cabernets on the market. Ravenswood, being small, could benefit from the pursuit of making an excellent Merlot, he says.

Responding to questions about Ravenswood Winery's growth beyond 7,000 cases, Petersen says,

"You've got to reach a certain level to increase your facility; we have to reach 10,000 cases before we ever make the break out of this facility. And 10,000 cases would be our peak, even with our own winery that will be enough."

PETERSEN'S family upbringing included wine as an important part of the environment and it lives on with his own family. His four-year old son, Morgan, accompanies his father around the winery, both of them sharing each other's enthusiasm.

"Basically," he concludes, "I want to get people familiar with what I'm doing. I always feel like it's nice to be with your peers so I mostly concentrate on one big tasting fair, that being the Sonoma County Harvest Fair which is closest to home."

who lives in Boyes Hot Springs; Bob Moser, now with the William Hill Winery; Bill Rose, of Rose Family Wines in Forestville; Ray Burch, a Napa vineyardist; Lynn McCrea, who worked as marketing director for two wineries; and Scott Horing, a winebroker and owner of Harvest Wines on Broadway.

Freburg, explains Richardson, "set a tone. He cared very much to encourage the inquisitiveness and ongoing wine education of the people he hired.

"We did a lot of critical wine-tasting in the early seventies when the wine boom hit," Richardson recalls. "I think my background was pretty strong ... My taste was pretty acute."

RICHARDSON and friends then progressed from home winemaking to establishing a commercial winery. They bought land in Schellville in 1979, got bonded and got their permits, and had their first crush the following year.

The property includes 10 acres where the Richardsons hope to plant their own vineyard, and provides a home for the family and for a selection of animals rescued from county pounds, illness or neglect.

Thus far they do not raise any of their own grapes. "Short term, that's given us a little more flexibil-

ity," Richardson points out. After 1982, when the Zinfandel market seemed to be tightening up, they produced more Cabernet, which along with Chardonnay is the staple for small wineries.

THIS YEAR they will produce more Zinfandel again, since a 1982 dessert-style Zinfandel, fortified with brandy, is winning prizes in various competitions. "We established a little niche, and at the time I didn't realize that we had," he observes.

One-third of this year's projected 1,500 cases will be divided between a standard Zinfandel and a late-harvest version which they will pattern after the 1982 success. The rest will be Cabernet Sauvignon, Pinot Noir and Chardonnay.

Richardson Vineyards takes grapes from the Sonoma Valley and Los Carneros regions, with an occasional foray into a Napa Valley vineyard. "In the long term, Los Carneros will become more significant (to us), especially with the Pinot Noir," Richardson predicts.

The Carneros fogs tend to give early ripeners like Chardonnay a higher acid level to go with the high sugar, he noted; and Pinot Noir berries tend to get better color and to ripen more evenly.

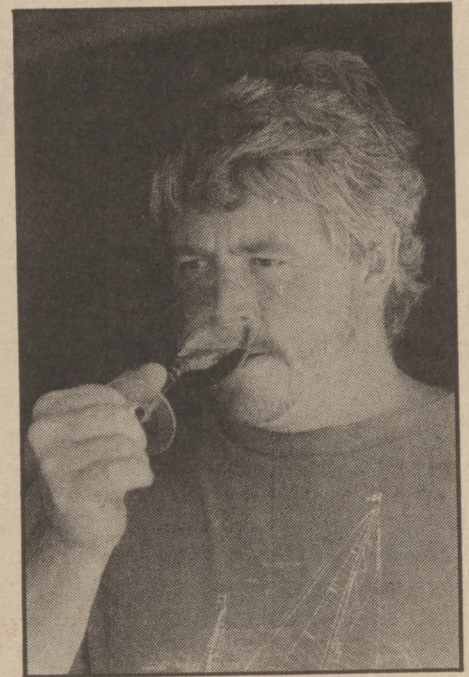
"I realize I am doing something

that's a lot of people's fantasy," he muses, and then grins. "Most people have the sense to realize it's not really practical."

THE WINEMAKER said that he prefers to produce natural wines, with few additives, and with fining, filtration and acid adjustment techniques used only as necessary. He relies largely on quality barrels for fermentation, immediate and thorough cleaning of all equipment, good grapes picked at the right time, and a quality of attentiveness (or intuition) that he finds hard to explain.

He doesn't really do too much to the best wines, he said. He watches, tops the barrels, sees when the wine might need to be moved from on container to another, checks constantly to be sure that bungs haven't blown out nor beetles invaded the wood.

"I don't mean that one needs to fiddle constantly with the wines, because you don't. You just need to be aware of what's happening ... I'm always aware that I have wines under my care ... There's something that's always there. It's just a concern that I have for nurturing wines, and I think that's important," he says.



RICHARDSON
Taking a taste

'Sometimes our red wines will please people who don't care for red wines'



Secretary Karen McCallie
and owner Paul Champion



Champion Appliance has already earned a fine reputation in the valley.

The repair shop handles appliance parts, sales and service and features brand name appliances. Father and son owners Bob and Paul Champion both bring a great deal of past experience to the business. Paul worked for a Napa Appliance firm for 7 years and Bob is an employee of Exxon in Benecia, working in the electrical department. As for future plans Paul says, "We will continue to offer the valley an excellent alternative to the now existing appliance stores, one that provides quality work at very affordable prices."



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St. Francis

Where snobbery is out and tasty, award-winning wines are in

By DIANNE REBER
I-T Staff Writer

If you have trouble pronouncing "Gewurztraminer," find it difficult to select a dinner wine and are generally perplexed by the whole wine industry, chances are you'd like Joe Martin, owner and founder of St. Francis Vineyards and Winery.

A former furniture businessman, the unassuming Martin readily admits that wine makers "have frightened people with the mystique of the wine."

He points to the industry's "cult following," and to "all the sniffing and snorting" common to wine tasting.

Wine, he explains, "is probably the purest thing you can drink except for water."

Martin isn't terribly comfortable with all the sophistication attached to wine drinking and ponders that, "Maybe we've taken the snobbery to the point where we've intimidated the consumer."

AT HIS 100-acre Kenwood winery, Martin projects a warm, welcoming atmosphere in the tasting room, where he invites visitors to sip such estate grown St. Francis varietals as Chardonnay, Merlot, Pinor Noir, Riesling and Gewurztraminer.

While some may prefer to "sniff and snort," there's nothing elitist about Martin's tasting room - or his picturesque vineyards.

Guests are encouraged to visit St. Francis' tasting room photo gallery, where a handsome collection of pictures chronicle Kenwood's history and the evolution of the winery.

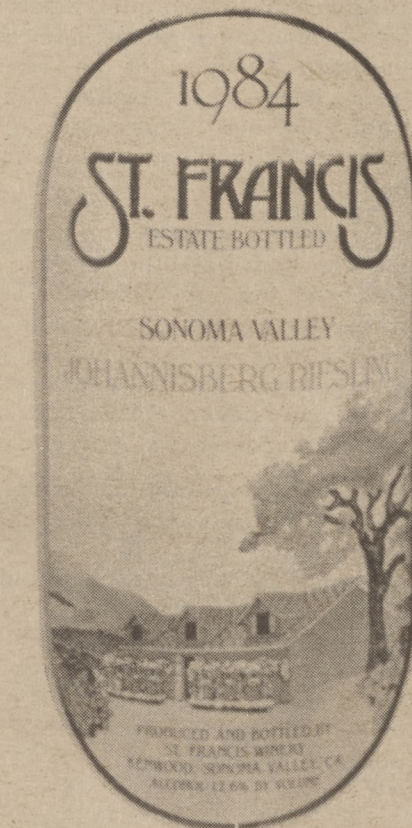
Special photo tributes are paid to the Shaw, Kunde and Behler families, each of whom were associated with the land in years past.

Martin purchased the property in 1971, eight years before establishing the winery.

Raised on a Stockton dairy farm, he spent 25 years in the furniture business before happening across the former orchard and long-standing Kenwood homestead.

MARTIN HASN'T any "Hollywood answer" to why or how he entered the wine industry, and says he didn't even plan to establish a winery when he bought the property.

He just cleared the orchard, planted the vines and primarily



sold grapes to other vineyards, including his Kenwood neighbors, Chateau St. Jean and Kenwood Vineyards and Winery.

St. Francis Vineyards and Winery "sort of evolved," he explains. "We had no intention of making wines and going into the wine business. It was sort of self defense," he laughs.

Today, with the winery's numerous awards and medals (15 this year alone), Martin is rather pleased that St. Francis "evolved."

He attributes much of the winery's success to its location, its winemaker, Tom Mackey, and, surprisingly, to the assistance he's received from other area vintners.

"WE'VE ALWAYS had a tenant or someone else with us," he says. Those contacts have been both financially and educationally beneficial, Martin explains.

However, he anticipates utilizing all his property for St. Francis vines within the next year or so.

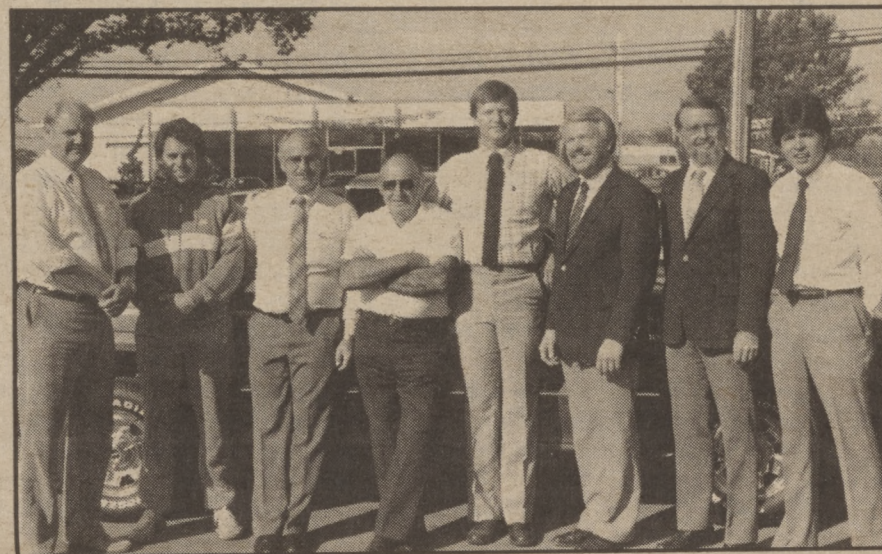
Presently, St. Francis produces 24,000 cases of wine per year, but has the capacity to produce 6000 additional cases.

Known "probably for our Merlot and Gerwurztraminer," some two thirds of the wines bottled under the St. Francis label are white.

In coming years, Martin hopes to begin specializing in just two or

Continued next page

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Bob Cooper, Mark Halloran, Jack Weitz, Pete Sousa, Jed Craig, Andrew Emde, Timothy Dunn, Steve Marshall

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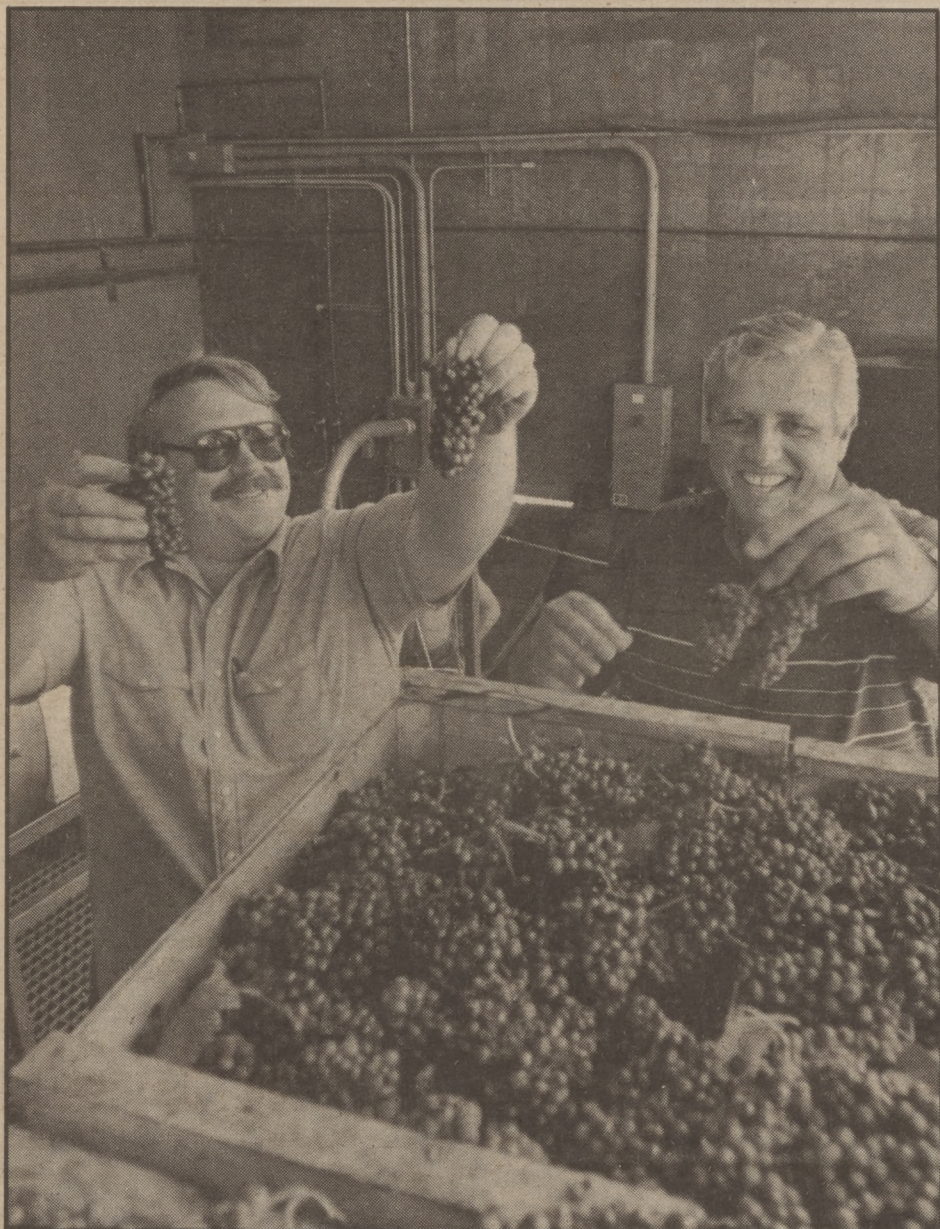


Photo by Richard Ammon

READY FOR THE CRUSHER

St. Francis winemaker Tom Mackey (l) and owner Joe Martin

three varieties.

"There's a trend in the market to be more specialized," he says. "Mr. and Mrs. Consumer are telling us what he or she likes. It's coming about in very subtle ways."

HE HOPES to continue marketing St. Francis wines as an accompaniment to food. "We don't want to sell wine as a 'chug-a-lug' beverage."

"Our wines are designed as food beverages. They're not too sweet. They can be consumed with most foods."

Though St. Francis wines were recently advertised on the "KCBS Kitchen" radio program, the winery generally relies on "word-of-

mouth" advertising.

Martin hopes consumers will purchase his wines for their pleasing tastes, not because the St. Francis name "is easy to remember."

A member of the Sonoma Valley Vintners Association, Martin is known to direct visitors to other wineries for their special vintages.

"We're all in here (the wine business) for the same reason," he says. "Most of us are 'Johnnys-come-lately.' There's no pecking order. As a consequence, we're all in the same boat."

And, sounding anything but snobby, Martin says "Nobody seems better than the other person."

'We had no intention of making wines and going into the wine business. It was sort of self-defense'

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Sandy Creek

Affordable custom crushed wines from Sonoma County poured in a garden setting



By **JOHN LYNCH**
I-T Managing Editor

The theme is "picnic at the gardens." And the folks at Sandy Creek Gardens couldn't have picked a better spot.

Sandy Creek Gardens is the name of a new family-owned wine-tasting, wine retail and deli business located on the Sonoma plaza in the picturesque, historic Salvador Vallejo Adobe, 415 First Street West, Sonoma (ph. 938-WINE). The site, appropriately, was once a winery.

After one look at the idyllic courtyard, complete with flowers, clamatus-covered arbor, a fountain, palm tree, and what is believed to be the nation's largest fig tree, proprietor Frank Reis and family knew this was the place for a "picnic in the gardens."

Now open seven days a week, 10 a.m. to 6 p.m. Sunday thru Thursday and 10 a.m. to 8 p.m. Friday and Saturday, the Reis family invites people to sample freshly prepared sandwiches, homemade salads and their popularly priced Sandy Creek Vineyard wines for lunch in the courtyard. There, picnic tables and chairs are set up. Customers may taste the wines (25 cents per taste, five for \$1) or buy them by the glass or bottle.

IN ADDITION to providing customers with a quiet, comfortable setting to snack and sip wine, the new business on the plaza allows Reis, a veteran of the California wine business, the opportunity to give his Sandy Creek Vineyards wines more exposure. Reis, a "wine negotiant" by trade, buys "custom crushed" wines from other Sonoma County wineries to



Photo by John Lynch

THE TRANQUIL SETTING AT SANDY CREEK GARDENS
Seated in background (from left) owners Frank, Donna and Frank Reis III

appear under the Sandy Creek label.

Wines include Cabernet Sauvignon, Fume Blanc, White Zinfandel and Chardonnay; in the future a champagne may be added. All are produced at Sonoma County wineries and composed of grapes grown in the various appellations that make up the county, including Alexander, Dry Creek and Russian River valleys.

In fact, it was the popularity of "creek" names in the viticulture business that led Reis to come up with the name, Sandy Creek. Established two years ago, Sandy Creek wines continue to grow in popularity. A 2,000 case production quickly grew to 6,000 and 7,000 cases. "This year we'll probably do 12,000 cases," says Reis.

THE ATTRACTION? Quality wines at only \$4 and \$5 a bottle. Because his is a "vineyard direct" program, eliminating the need for a wholesaler, Reis can sell wines normally priced at \$7 and \$8 a bottle for \$4 and \$5. "There are a lot of good wines out there that wine-

ries want to move," he said, extolling the virtues of shopping around in the custom-crush business. "We look for wines that aren't overbearing — light, crisp and dry."

Sandy Creek Vineyards Fume Blanc, he says, is the "flagship of our line." He's also proud of the Cabernet Sauvignon ("a smooth, full-bodied" wine, he says). Only his White Zinfandel breaks the dry (.2 residual sugar) trend; a sweeter styled wine, it boasts 1.2 residual sugar. Reis states he might add a late harvest wine, either a Johannisberg Riesling or Gewurztraminer, to satisfy those with sweeter tastes.

Various pieces of wine paraphernalia (corkscrews, wine glasses, caps, and wine tee-shirts) are also sold there.

FOOD is another feature at Sandy Creek Gardens. Reis' wife, Donna, with the assistance of their children, sons Frank III and Wally and daughter, Debbie, whip up delicious deli sandwiches.

The old adobe is home for what the American Forestry Association

deems is the "national champion" fig tree in the U.S., a fact recently revealed by Helen Grinstead, daughter-in-law of the late Sonoma judge, Ray Grinstead.

In keeping with the wine theme, there also used to be a winery on the site — the de la Maison de M.C. Aguilon Winery in the late 1800s. The adobe was built by Indian labor in 1836-46 and was the home of Captain Salvador Vallejo, brother of Mariano Vallejo, Sonoma's founder. The building also was used for a time as a boarding school.

REIS has been in the wine business since 1962. He spent 16 years with Gallo, working in sales and marketing after which he was involved in an independent brokerage in northern California. "Then I decided to do something for myself," he said, and two years ago, established Sandy Creek Vineyards. He also has his own marketing company, appropriately named Sonoma Marketing Co., which handles other wine products as well.

Sebastiani

Sam Sebastiani epitomizes quality, tradition in Sonoma Valley winemaking



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By **ROBERT M. LYNCH**
I-T Editor and Publisher

Sebastiani Vineyards differs from other Sonoma landmarks such as the Mission San Francisco Solano and the Old Barracks.

The only valley winery located within the city limits has a great future as well as an historic and colorful past.

With vineyards rooted in the same soil planted here by the mission padres in the early 1800's, the vines of Sebastiani are entwined with history.

And with the same devotion of the early-day padres, those responsible for the wines bearing the Sebastiani label are continually looking ahead.

Under the dynamic leadership of a quality-possessed young leader in the person of Sam J. Sebastiani, the 80-year-old winery has achieved a recognition for a dedication to the production of the finest premium wines possible.

As nationally-syndicated wine writer Nathan Chroman has noted, there have been moments during the last five years when Sam Sebastiani's winery stewardship could be characterized as wild and carefree, not unlike his adopted symbol, the eagle, now featured on his costlier top-of-the-line wines.

But the eagle, like the few remaining family-owned, quality-conscious wineries, is an endangered species, symbolizing Sam's free-wheeling, free-spending, ever-innovating dedication to family heritage and the deathbed admonition of his father, August Sebastiani, who told his eldest son, "Make wines that will make Sonoma proud."

THAT HE IS DOING just that

can be evidenced not only by the more than 35 gold, silver and bronze medals already awarded in 1985 national and international wine competitions, but by the recognition bestowed on Sebastiani Vineyards for its premium products by wine and food writers of newspapers and magazines throughout the U.S.

While proud of its sales of 2.2 million cases of wine in 1984, and recognition as the third largest winery in California and tenth largest in the U.S.A., Sam Sebastiani's special pride is in the premium products which currently account for 10 percent of its annual volume.

Music to his ears are the 1985 comments of such writers as Martin Gersh of Vogue Magazine and Nathan Chroman of the Los Angeles Times, whose stories about Sebastiani Vineyards reached a multi-million circulation.

In the March issue of *Vogue* magazine, Gersh said Sebastiani's premium products probably represent "the greatest quantity of absolutely first quality wine made anywhere by a single producer in a given year."

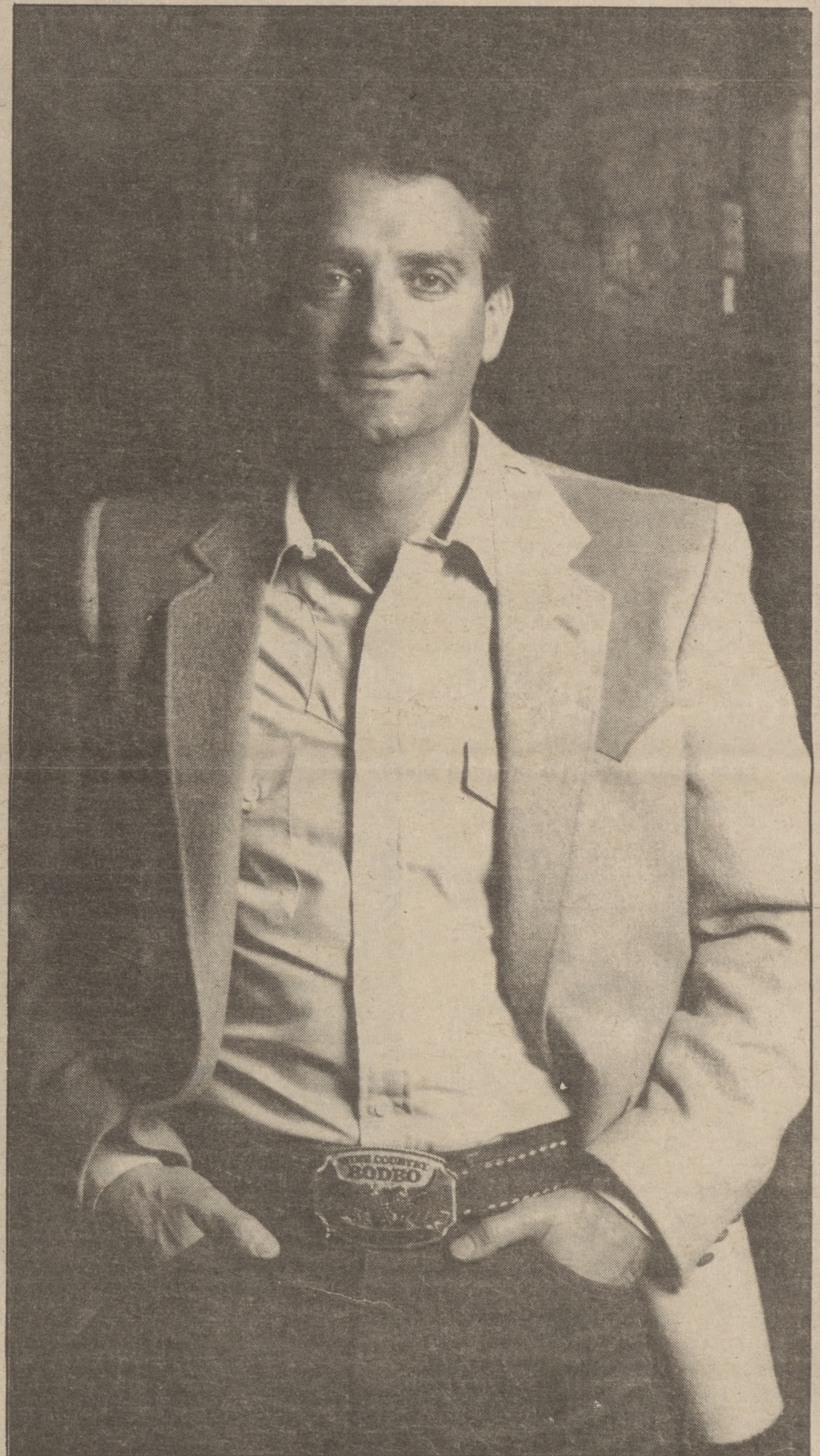
Writer Chroman, in the April 18 Los Angeles Times, while having kind things to say about Sebastiani Gewurztraminer "Kellerschatz," Sauvignon Blanc and Chardonnay in the whites, was, like Gersh, completely smitten by Sam's Proprietor's Reserve reds, particularly the Cabernet.

"The Eagle Cabernets are making Sam's mark as the new super premium Cabernet producer on the block. Make no mistake, these are Cabernets capable of challenging the likes of Mondavi, Heitz, Beaulieu and even the current Cabernet darling, Opus One," wrote Chroman.

FATHER AUGUST, and Grandfather Samuele would certainly approve of Sam's recent spotlighting of the Italian heritage of wine and food, personified by his exploration of his grandfather's birthplace in Farneta, Italy, where Samuele learned the art of winemaking.

At a spectacular open-air wine and Italian food extravaganza here early this summer, Sam renamed and dedicated Sonoma's Schocken Hill—which he recently purchased—in memory of his grandfather, calling it Monti di Farneta.

Heritage and tradition have become almost as an important ingredient of marketing Sebastiani



SAM J. SEBASTIANI

Winery president's obsession and commitment to quality

Photo by John Giannini

wines as the grapes, technology, aging process and the appealing finished product on the wine merchants' shelves.

"Making Sonoma proud" also includes making Sonoma and its other specialty products better known through "Taste Sonoma"

wine promotion dinners personally hosted by Sam and his wife, Vicki, at major cities throughout the U.S.

Food and wine writers, radio and tv personalities, restaurateurs, wine wholesalers, chain store buyers and others, from Hawaii to

Turn to 18

Sebastiani

Continued from page 17

Boston, are captivated by the Sonoma food products—cheeses, sausages, French bread, produce, meats, poultry and sea food—as well as the Sebastiani wines served.

"Vickie explains each course served," says Sam. "And we even bring flowers for the table from Sonoma!" He said that one recent trip they carried 18 ice chests for two back-to-back dinners.

JUST THIS past summer a new 15-minute color video film was completed for further promotion, "The Sebastiani Family—Sonoma Valley Winemakers," covering the family history and tradition, with scenes from Farneta, Italy, tying in with those shot at the winery and vineyards in Sonoma, and selling Sonoma Valley its products, climate, soils and beauty.

A shorter film, "Sebastiani—In Search of Elegance," is also available for presentation to retailers, restaurants, resorts, and airlines.

The thousands of visitors to the winery, located on Fourth Street East, benefit from what experienced observers say is one of the most informative and best organized tours offered by any winery in the state.

On any given day you can find Sam, himself, in the tasting room, chatting with visitors; or his mother, Sylvia Sebastiani, autographing her famous cookbook "Mangiamo" for the winery guests.

Sebastiani benefits, too—as the impressed throngs lined up in the attractive tasting room—recently expanded—can attest.

The tours appear, like the wines, to be ever improving and offering more to see. The waiting area in the tank room is being completed. On the walls will be photos of Farneta, Samuele, August and Sam Sebastiani; a photo blowup of the new Sebastiani wine label; a wine map and red soil samples.

The old redwood tanks have been stripped and cleaned, most containing on the exterior the splendid wood carvings of the late Earle Brown; and there are photos of him at work. There will even be a screen behind the guides prior to the start of the tours, with explanations of the winery operation.

Filtering and even outside crushing operations can be witnessed by tourists from above. There will be Vintage Archives—bins containing the choice wines produced since 1941—and those placed in a cave, yet to be built, to age for 10 years and then released.

At home and on the road, the selling of Sebastiani wines, Sonoma and the valley is constant.

No less than 44 sales people rep-



THE CELLARS OF SEBASTIANI VINEYARDS
Throngs of visitors call on Fourth Street East winery each week

Photo by John Giannini

resent Sebastiani Vineyards nationally. Locally, the winery is the city's largest job provider, with 273 employees, and a total payroll annually of \$6.5 million.

The plant investment is also in nine figures. It is not inexpensive to bring up wine quality to rank with the best in the world.

Says Sam Sebastiani in reflecting on his father's deathbed admonition to make wines that will make Sonoma proud, "I feel we have done that."

Says Sam Sebastiani in reflecting on his father's deathbed admonition to make wines that will make Sonoma proud, 'I feel we have done that'

Smothers

Opening of tasting room here may be a sign of bigger things to come

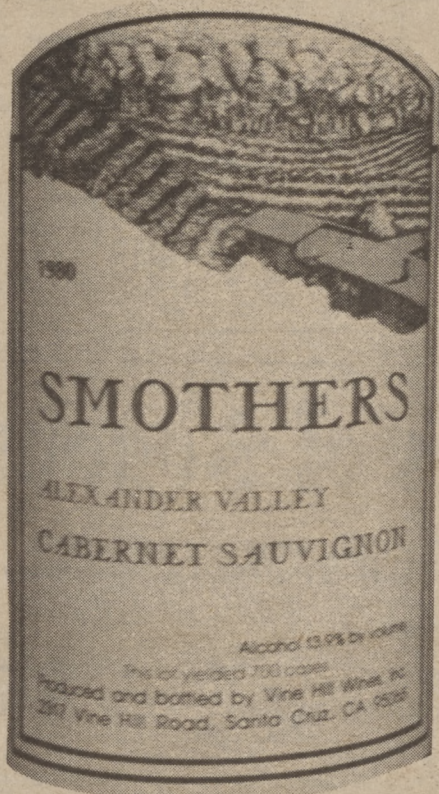


Photo by John Lynch

SMOTHERS WINERY TASTING ROOM IN KENWOOD
Manager Louise Fredson, flanked by portraits of Tom (l) and Dick Smothers

By **JOHN LYNCH**
I-T Managing Editor

An advertisement in this tabloid reads: "Beginning our history in

the Valley of the Moon." It is an ad for Smothers Winery Tasting Room, an off-site facility recently opened at Sonoma Highway and Warm Springs Road in Kenwood.

For many years it has been speculated that Smothers Winery, whose administrative offices are still based in Santa Cruz, would one day move from there to Sonoma Valley. Tom Smothers, one-half of the famed Smothers Brothers comedy team, already owns a home and 25 acres of vineyards (Chardonnay, Sauvignon Blanc and Pinot Blanc), at his Remick Ridge ranch in Kenwood, the grapes from which are used to make Smothers wines. And the winery over the years has obtained most of its grapes from Sonoma County.

In fact in 1981 Tom Smothers secured a use permit from the county to construct a 12,000 square foot winery on his property here; an extension of the use permit was granted in September 1982.

But the shaky condition of the current wine market and the rising costs of building a winery caused those involved to reconsider the project. The plan has been on hold ever since.

However, the opening of Smothers Tasting Room, located but a few miles from Tom's ranch, perhaps is a sign that Smothers' history in Sonoma Valley is in fact finally "beginning."

According to Helen Ullrich, who manages Smothers/Vine Hill in Santa Cruz, "We are still very actively trying to move the entire operation up there (Kenwood)."

It was one year ago that Tom Smothers told the *Index-Tribune*: "It's (building a winery) too big a

financial trip for a 4,000 case winery and the financial conditions that exist today. But there are a lot of things that could happen. All of a sudden, we could keep it totally family or get outside help, really go for it. We're looking at all options."

AMONG THOSE, apparently, was the opening late last Spring of Smothers Winery Tasting Room in Kenwood (9495 Sonoma Hwy.), at the former site of Grape Vine Inn. Managed by Louise Fredson, wines available for tasting include: Remick Ridge Sauvignon Blanc, Remick Ridge Chardonnay, California Chardonnay, Sonoma Gewurztraminer, Sonoma Zinfandel, Alexander Valley Cabernet Sauvignon and Sonoma White Riesling.

Smothers winemaker is Bill Arnold; winery president is Dick Smothers, the other half of the Brothers comedy team. Sonoma Valley vineyardist Phil Coturri manages Tom's vineyards in Kenwood.

Established in 1974, Smothers Winery has captured numerous medals. Its 1977 Late Harvest Alexander Valley Gewurztraminer won a gold medal and Best of Fair Sweepstakes Award at the Los Angeles County Fair.

Tasting room hours are 10 a.m. to 4:30 p.m.



Photo by John Lynch

TOM SMOTHERS' HOME IN KENWOOD
One day the Smothers Winery may be relocated and built there too

"We are still very actively trying to move the entire operation up there (Kenwood)"

Smothers:
"We're looking at all options"

Sonoma Valley Cellars

The Hunters are narrowing the 'generation gap' of champagne production

By LIZ WILHELM
I-T Guest Writer

Ask any California sparkling winemaker what the difference is between his product and French champagne. There is only one honest and realistic answer he can give: three hundred years.

There is, however, a small but growing number of independent California vineyards that are working to narrow that generation gap. Among them are Robert and Sylvia Hunter whose first release of 2,400 cases of 1981 Robert Hunter Brut de Noirs, made available last spring, is virtually sold out. The Hunters created Sonoma Valley Cellars, a limited partnership of eight, to market the Robert Hunter label.

"It's going to take us a long time before we can attempt the nuances and subtleties that the French have been able to produce," Hunter said during an interview at the Arnold Drive-based Hunter Farms, near Glen Ellen. The Hunters grow their Pinot Noir, Pinot Blanc and Chardonnay grapes on 55 acres northeast of Hanna Boys Center, and farm another 20 acres nearby. They sell their Chardonnay grapes to Chateau St. Jean and add all the Pinot Blanc to the Brut de Noirs cuvee.

Hunter feels that small operations like his are important to the growth of the California sparkling wine industry. "The product of California champagne, or sparkling wine as you will, has improved tremendously over the last five years. Maybe on the theory that fools march in where angels fear to tread, a lot of us very small producers are willing to try and experiment with different ways of doing it which has caused the bigger producers to take another look at their method of production," he said. "As a result, the method of production of one or two names, in particular, has been very noticeable."

The success of Robert Hunter's



first issue of Brut de Noirs has more to thank than centuries of French experience and California chutzpah. There is also a popular French marketing technique: the "gray market", in which the retailer bypasses the distributor and goes directly to the winery. On the gray market, a bottle of Dom Perignon which normally retails for \$69, goes for \$39. Hunter feels that this practice has stimulated an interest in champagnes and sparkling wines by allowing Americans to try a product that was previously unattainable.

ANOTHER trend which has nurtured the public's interest in sparkling wines is the wine-by-the-glass phenomenon. "Our market is ever-increasingly the 25-40 year olds, whom I prefer to classify as the young enterprising adults, rather than yuppies. These people are more willing to experiment at \$4 a pop, than they are at \$20 a pop, and if they like it they might want to buy a bottle next time," Hunter explained. "Wine-by-the-glass gives the heretofore uninitiated prospective customer the chance to try something that he might not have wanted to before because it was so expensive."

Still, French champagne holds the lion's share of the market and

Continued next page



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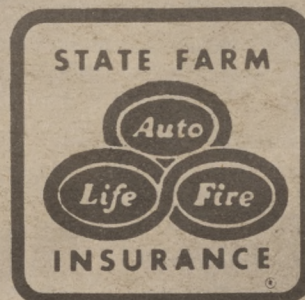
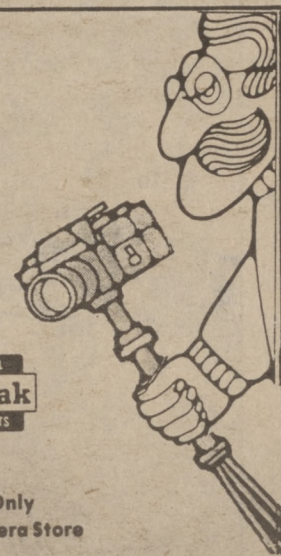


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Continued from page 20

many of the secrets of production, which causes Hunter to wonder if the French champagne houses who are investing in California production facilities (Piper, Moet Chandon, Roederer) will bring with them some of their mystique. While Hunter has no plans for a "French Connection" at this point, it is not an idea he rejects out of hand. "Would you like to get married?" he quipped. "Yes, but it depends on who the candidates are. If the right party comes along and it fits, fine, and that's almost irrespective of whether they come from France or from some other part of Europe."

Definite plans for Hunter Farms do include building their own production facility. "We had an option on some land, and then it turned out that there were complications due to environmental and archaeological considerations, so we backed out of that particular transaction," Hunter said. "It's a matter of finding the right property. Location means a great deal, and we're getting fussier."

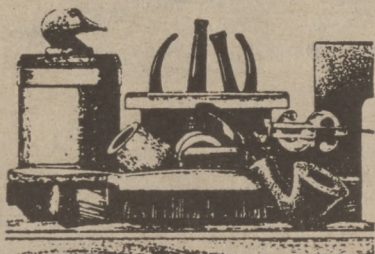
The Hunters' long term goal is to have a facility where they can control the experiments that have to be done on an ongoing basis. "It is critical to have our own lab. There are so many things going on, different means of refinement. Instead of using one agent for fining (the process of clarifying the wine during various stages of fermentation), you might want to experiment with another agent. It's very expensive to send it to a commercial lab because they charge you by the moment. We would much prefer having our own," he said.

One of the ongoing tests that Hunter must perform on his grapes is that of ascertaining sugar levels. Hunter Farms picks their black grapes at a lower sugar than the white: 17.5-18.5 brix for Pinot Noir; 18.5-19.5 for Pinot Blanc; and 19.5-20.5 for Chardonnay. Part of the mystique of their Brut de Noirs is how Hunter Farms makes ginclear sparkling wine from black grapes. "It's almost a Catch-22," Hunter said. "You pick those black grapes at an early time of their maturity so that you don't cause discoloration. The longer you delay picking the black grapes, the more assured you are of carrying on the colors of the skin into the juice, and lastly into the wine. We're trying to extract the best in a variety, without the best being too much."

ROBERT HUNTER Brut de Noirs is a blend of over 50 percent Pinot Noir. In 1981, it was 74 percent, in 1984, it was closer to 55 percent. What it will be in 1985 re-

Turn to 22

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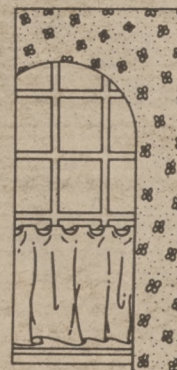
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Sonoma Valley Cellars

Continued from page 21

mains to be seen. Like a chef testing the soup as he goes along, Hunter has to taste the wines after they have been fermented, before they are blended. "The only advantage the chef has," he said, "is he can throw out the soup if he doesn't like it. We could do that too but it would be disastrous."

The factor that determines the characteristics of the year's grapes is, of course, Mother Nature. That is one variable that California has in her favor. "In France," Hunter explained, "they have frightful weather. If one only looks at the uniform of the day, it's a rain slicker. They're constantly hanging up the slicker from the rain squall that's passed, and putting it on again when the rain's back again. We're blessed with not having that."

There is always the possibility that it will rain during harvest time, and then, Hunter said, "All bets are off. You just don't know what the result is going to be. It's not going to help, we know that. Rain at harvest time causes mildew and bunch rot, either of which is pretty disheartening."

The opposite extreme, a heat wave now, would also be devastat-

Continued next page



ROBERT HUNTER (at right) AT WORK ON FIRST DAY OF THE HARVEST
In Sonoma Valley Hunter Farms picked the first grapes of the year, Pinot Noir, on Aug. 8

Photo by John Lynch

'Our market is ever-increasingly the

25-40 year olds, whom I prefer to classify as the young enterprising adults, rather than yuppies'



ROBERT AND SYLVIA HUNTER WITH LOYAL COMPANIONS
Their sprawling, picturesque vineyards are shown in background

Photo by John Lynch

ing. "I'm not a chemist," he apologized, "so I can't tell you too much, but I do know that when there is a hot spell, the sugar goes up, and may go virtually out of sight, as far as your targets are concerned. But what is much more damaging to the overall balance of the flavor of the grape juice is the acidity, which would plummet from your desired goals. The pH would go up and you would have a very flabby wine."

"The thing that makes North Coast wines as desirable as they are," he continued, "is the fact that you have cool nights, often with fog shrouding the hills at this time of year, and if you destroy that with a spate of hot weather, then you might as well be in the Central Valley."

The other beauty of North Coast wines, and the grapes they are made from, is where they are grown. The Sonoma Valley Vintners Association, made up of 24 two local wineries, are just starting to work with Sonoma County supervisors to evolve a master plan which will protect the vineyards from urban sprawl and preserve the special qualities that attract people to this area.

"The winery industry, strangely enough, is a new creature in this county to the extent that it now employs a great many more people than it did before," Hunter said. "It used to be largely a family operation. We feel it is going to take a better understanding between the supervisors and our industry to appreciate the tourist trade that we're bringing in, which is enormous. You only have to look at Napa to see what it could be, and therefore more awareness of what it is that we are contributing to the welfare of the county has to take place," he continued. "You wouldn't have any rationale for a bed and breakfast industry in Sonoma County if it weren't for something other than the weather that draws people."

"The Sonoma Valley needs recognition, and we think we can do that. If we can be allowed to assist, that's what we are looking to do. It's a matter of whose ox is being gored. Do we want a lot of fast food operations? I would venture to say that we as vintners feel that that is lowering the quality that we would like to see attracted to the Sonoma Valley."



'The thing that makes North Coast wines as desirable as they are is the fact that you have cool nights, often with fog shrouding the hills at this time of the year, and if you destroy that with a spate of hot weather then you might as well be in the Central Valley'

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Sugarloaf Ridge

The Puttbachs plan first crush at their new winery

By JOHN LYNCH
I-T Managing Editor

Invisible in the dense live oaks, Douglas fir, manzanita and chaparral of the high Mayacamas Range of northern Sonoma Valley, are the beginnings of a new winery, Sugarloaf Ridge Winery.

Located on Nelligan Road about a mile and a half from Sugarloaf Ridge State Park, it is an area dense in tall, tule-like timothy grass, inhabited by tiny cottontail rabbits that dart about like minnows in a pond, a scene further enhanced by one of the more spectacular panoramas of Sonoma Valley. Deer, coyotes, and an occasional rattlesnake to help blow out the cholesterol are among the many forms of wildlife which roam there.

It is in this seldom seen, 1550 foot high paradise, though one rich in viticultural history, that winery owners Richard and Joann Puttbach will hold their inaugural crush this Fall.

Longtime home winemakers, theirs is a modest operation, both in terms of size and set up. Bonded in May of this year, the 2,000 square foot winery is tucked beneath their house, nestled on 130 acres of dense mountain brush. Both the winery and home they built themselves and in such a way as to provide for future expansion.

They've obtained an Italian-type hand press and are building their own bin dumper. A large bin will serve as a fermenter with plans in the works to bring in stainless steel fermenters next year. A little laboratory is situated inside an office in the home.

THE PUTTBACHS will produce only red wines, primarily Cabernet Sauvignon, and some Pinot Noir and Zinfandel. The 1985 wines, their first, won't be released until 1988.

"We're not after a big, tannic wine, but a mellow wine, a wine that is ready to drink," explained Richard Puttbach, a self-employed engineer.

He explains that he will utilize a higher, faster fermentation temperature, "which gives us less tannin to age out."

When asked about projected tonnage, Puttbach laughed, "We'll do maybe 400-600 cases this year!" Their use permit allows a maxi-

Continued next page

'I think white wine drinkers become red wine drinkers. We feel that by the time we get going, there will be a red wine boom. At least that's what we're shooting for'

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Photo by John Lynch

HIGH IN THE RUGGED MAYACAMAS OF KENWOOD-GLEN ELLEN
Is home for the Puttbachs and their new winery

mum 6,000 case production annually.

Cooperage consists of about 35 French and American oak barrels. Grapes are purchased from a number of Sonoma Valley vineyards. The Puttbachs hope one day to put in a 50 acre vineyard on their property.

As far as white wines go, Puttbach says: "We feel that with limited funds, and the technology involved in making white wines it would be too much. I think white wine drinkers become red wine drinkers. We feel that by the time we get going, there will be a red wine boom. At least that's what we're shooting for," he smiles.

SUGARLOAF RIDGE wines will be sold at a "modest price," according to Puttbach with plans to keep marketing at the local level. "I don't think we're going out of state," he asserts. "We just want to be a local winery and serve a local market."

The Puttbachs have yet to come up with a label design, but advise that it will be something "sedate,

traditional with a quality look about it."

A native of the East Coast, Puttbach attended Newark College of Engineering prior to moving to California. The couple lived in Santa Rosa for 10 years prior to relocating to the wilds of the Kenwood Mayacamas a few years ago.

According to noted Sonoma wine historian William Heintz, the entire Nelligan Road ridge area has a "significant historical reputation" that dates back to before the American Civil War. In the late 1850s, he reports, Tommy Nau and James Hamilton purchased land and planted grapes on what are now the Torreri and Montecillo Vineyards properties. By 1884, Hamilton's vineyards covered 346 acres. In 1915, the Kunde family's Wildwood Winery won a gold medal for wine produced from grapes grown in those areas, noted Heintz.

For more information about Sugarloaf Ridge Winery, write: P.O. Box 939, Glen Ellen, Ca. 95442, or call 833-6535.

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Valley of the Moon

Historic Madrone Road winery plans to put more of an emphasis on varietal wines

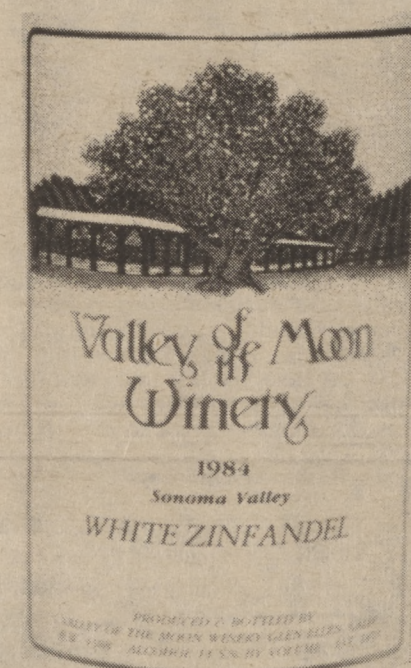
By **JERRY PARKER**
I-T Columnist

Harry Parducci, president of the Valley of the Moon Winery, Glen Ellen, is probably the dean of Sonoma Valley winemakers. He has been at it longer than any of his other contemporaries, for some 40 years.

He now has a lot more help than he had in the old days, with the entire family being involved in the operation of the winery. Harry, Jr. is the cellar master, although winemaker might be the more appropriate title. Other officers include Rheda Parducci, wife of Harry senior, vice president; Gerard Parducci, another son of Harry and Rheda, sales manager; and Tad Wilson, an old family friend, production.

"Quality is our main concern," said Harry Sr., "We're never satisfied."

The latest project designed to raise the quality of their wines is a replanting schedule to start in



1986, to replace the less productive vines, some of which are 100 years old. Eventually all the 200 acres of Parducci's vineyards will be plan-

Continued next page



Photo by Gary Allan Ettin

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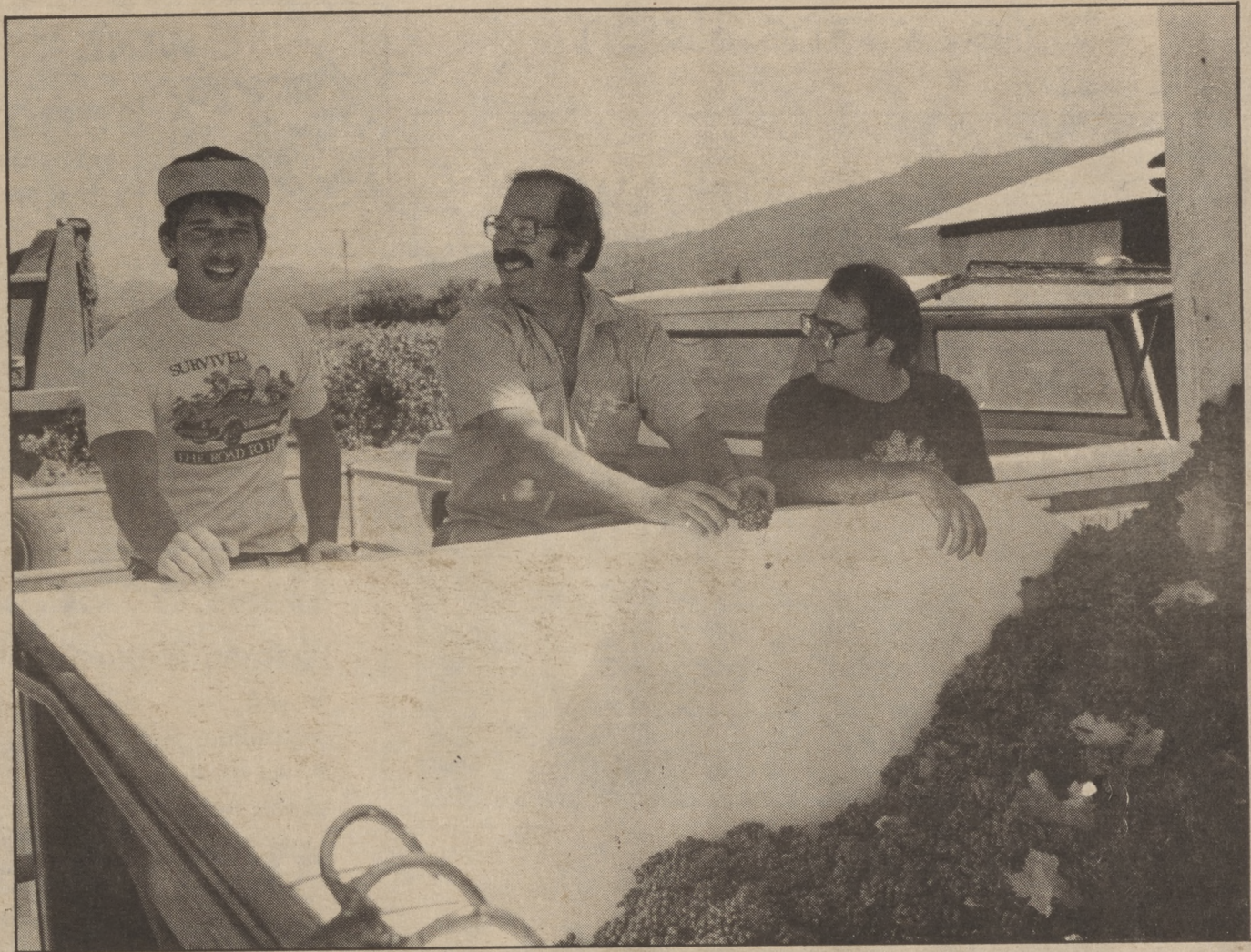
ted with new grapes. Most of the Parducci vineyards are on Madrone Road., near the winery.

They will be the same varieties, however, including Zinfandel, Semillon, French Colombard, Merillon, and Alicante Bouschet. The same grapes will be planted in new vineyards being created east of Highway 12 near Madrone Road.

THE QUEST for quality has resulted in several improvements at the winery in recent years. One of these was the installation of a new bottling system, which triples the speed of the operation. Another was the installation of 12 stainless steel fermenting tanks with a capacity of 40,000 gallons. Aging is done in redwood and oak tanks with 150,000 gallons capacity. The winery is working on the basis of seven percent expansion each year.

At the moment, the winery produces two varietals, a Chardonnay and a Pinot Noir, made from 100 percent of those grapes. "We're going to put more emphasis on varietals in the future," said Harry junior, adding that the winery is getting better known all the time. It has won an impressive array of medals for its output in recent years.

Turn to 28



THE PARDUCCI CLAN AT HARVEST TIME
Overseeing Zinfandel crush (from left): Gerard, Harry and Harry junior

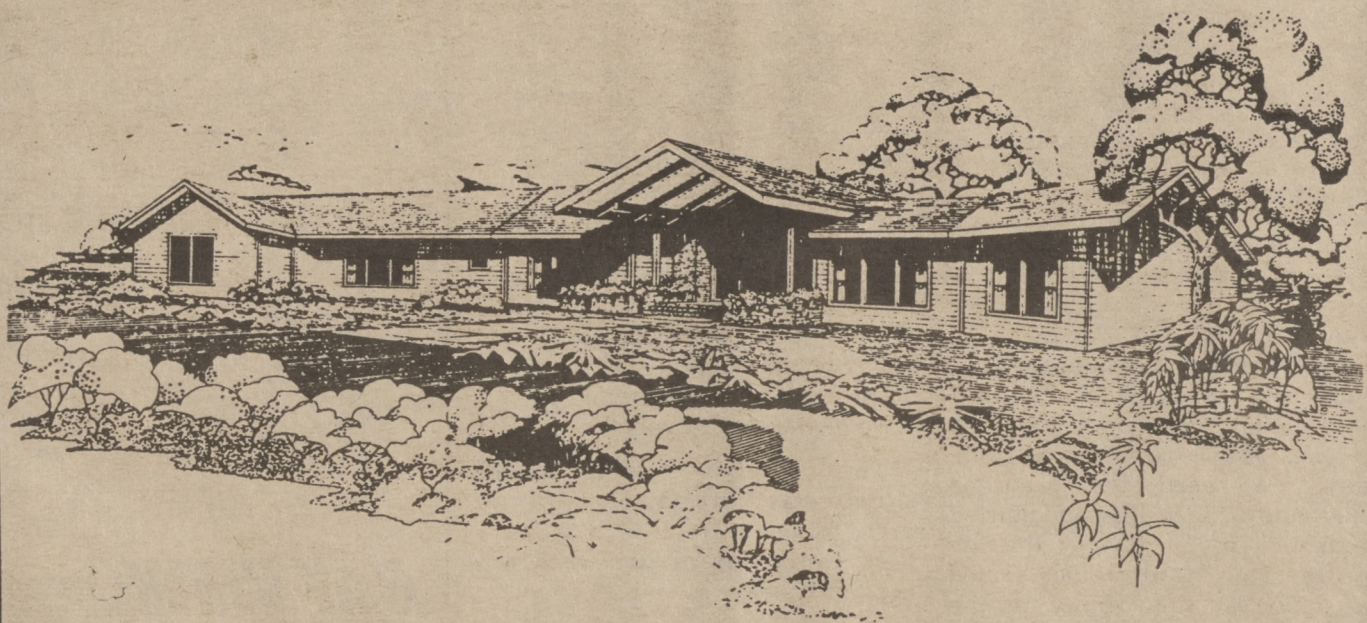
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Valley of the Moon

Continued from page 27



LOADIN' UP

A shipment of Valley of the Moon wine bound for Japan

Photo by John Lynch

Estate bottled wines offered include a White Zinfandel, Dry French Colombard, French Colombard, Semillon, Dry Zinfandel Rose, Zinfandel and Zinfandel Rose. All these are available in 750 ml and .5 liter bottles.

Private Stock wines available include Semillon, Chablis, Vin Rose, Zinfandel, Claret, Burgundy. These come in 750 ml, 1.5 liter and three liter containers. A new warehouse to store the burgeoning production of old and new varieties of wine is seen as a prime need in the near future, according to Harry junior.

On the shelves, although not made at the winery, are a group of dessert wines, Sherry, Port, Cream Sherry and Tawny Port, and white and pink champagnes.

The late patriarch of the Parducci family, Enrico, founder of the San Francisco Sausage Company, purchased the Madrone Road vineyards in 1941 and started production at his winery the following year. Harry senior joined his father at the winery in the

1940s, after having served in the Navy during World War II.

THE WINERY property had many illustrious earlier owners, including General Mariano Vallejo, the founder of Sonoma; Civil War General Joseph Hooker, who was still a Colonel while he lived here; and Senator George Hearst, father of the colorful newspaper publisher, the late William R. Hearst.

In the 1870s a man named George Whitman produced wine and brandy at the vineyards. Some of the acreage was sold at this time for a right-of-way for the Sonoma and Santa Rosa railroad.

A heritage bay tree, estimated to be at least 400 years old, marks the location of the Valley of the Winery at 777 Madrone Road, beside Sonoma Creek. The tree has 13 brawny trunks growing out of a base eight feet in diameter.

The winery's tasting room, which has an adjacent picnic area, is open from 10 a.m. to 5 p.m. every day of the week except Thursday.

The winery property had many illustrious earlier owners, including General Mariano Vallejo, founder of Sonoma



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AVP-Branch Manager

Van Der Kamp

Champagnes are a hit at the wine judgments and Reagan White House



By **KAREN KOHS**
I-T Guest Writer

A small and exclusive champagne operation, Van Der Kamp Champagne Cellars is based in Kenwood, right in the heart of the Sonoma Valley appellation. Founded four years ago by Martin Van Der Kamp, a lifelong devotee of wine and winemaking, he has come from complete obscurity to a glittering garner of critical acclaim, including gold medals at the Orange County and L.A. County Fair competitions.

Behind all this success is an outspoken, effervescent man and his family, including wife Dixie, and his son Ulysses, who just returned from a working vacation in the Champagne region of France, where he was guest of the famed Perrier family.

Martin Van Der Kamp worked in a number of North Coast wineries in his younger days, making acquaintances in the industry along the way, and it is primarily through his hands-on experience that he learned his craft. His style is heavily influenced by European traditions, owing to the fact that the Van Der Kamps trade advice (and summer help) freely with old friends highly placed in the various champagne houses of France, including Chateau Mouton Rothschild, Perrier, and Roderer-Cristal.

VAN DER KAMP makes sparkling wine only, in three varieties: Brut, Brut Rose, and English Cuvee. The Brut, which won a gold medal at the Orange County Fair, is a pale, bright, light-finishing wine. Brut Rose or "Midnight Cuvee," the winner in Los Angeles and a favorite at The White House, (twice requested for Presidential gatherings) has the "eye of the partridge" blush of a longer contact with Pinot Noir skins. The English Cuvee is a fuller, differently balanced blend of select Sonoma Valley grapes.

The winery takes great pride in using only choice lots from the smaller vineyards of Sonoma Valley proper, in the true French tradition of les vigneron. (He has a small vineyard at his Kenwood home.) The individual vineyards are kept separate through the blending of the cuvees, carefully cold-fermented and then processed according to what Van Der Kamp says are "very, very old, tried and true recipes."

"I try to make a more classical champagne," he reflects. "But I'm trying to do something very different. I'm looking for a mosaic complexity of the small growers I use, all in the Sonoma Valley."

Each year's vintage is highly individual, according to the harvest and what comes in. Each lot is

Turn to 30

'I try to make a more classical champagne. But I'm trying to do something very different. I'm looking for a mosaic complexity of the small growers I use, all in the Sonoma Valley'

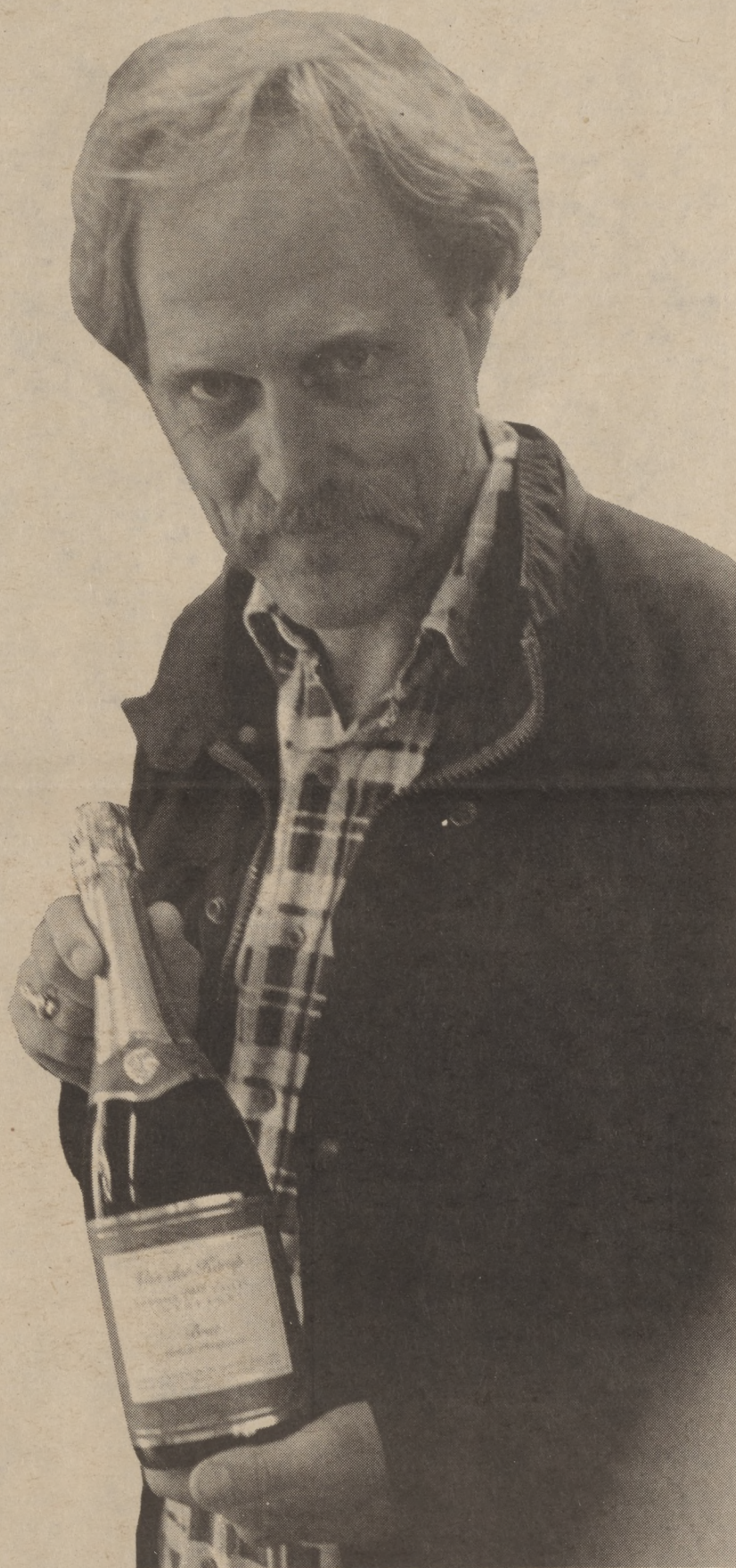


Photo by John Lynch

MARTIN VAN DER KAMP
Winemaker, Van Der Kamp Champagne Cellars, Kenwood

Van Der Kamp

Continued from page 29



BOTTLING TIME FOR VAN DER KAMP (right) AND CREW
The finished product is a premium sparkler

Photo by John Lynch

Not as much a scientific process as at other wineries, the magic transformation is a matter of sniffing and smelling, tasting and tinkering



handled with care, 90 boxes at a time, and only the first two pressings of each is gently coaxed out with a small bladder press. Not as much a scientific process as at other wineries, the magic transformation is a matter of sniffing and smelling, tasting and tinkering.

SCIENTIFIC or not, it works. The finished product is a premium sparkler that has won rave reviews everywhere it goes. When the bottles come out of tirage, each one is disgorged and dressed by

Continued next page



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hand, including a label designed by award-winner Carol Dennison, foiled, wrapped in tissue, and hand-crated for its pre-shipment rest of four months.

Currently available here and on the East Coast in limited quantities, it is in the premium price range at \$14.50 a bottle. Current production is about 3,000 cases.

Tours and tasting are not presently available: Van Der Kamp utilizes another local winery facility to produce his champagne.

Would he like to have his own champagne production facility some day? "I kind of would. I am

fascinated by the idea," he says. "But the practical reality of it is how to make a profit doing it."

In France, he notes, there are over 3,000 champagne producers, but only a few hundred actually own wineries.

Van Der Kamp proposes an exciting new concept, which he calls a "champagne workshop" where all of the champagne producers in Sonoma Valley would share and pool resources and facilities.

"It's the only way to make money doing this," he explains. "I may very well try to spearhead the idea."

The winery takes great pride in using only choice lots from the smaller vineyards of Sonoma Valley proper, in the true French tradition of les vigneron.



Photo by Richard Ammon

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Morning, Afternoon, Evening Classes

PROFESSIONAL TEACHING STAFF

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